

DRESS SELECTION BY AIR FORCE OFFICERS' WIVES  
FOR A MILITARY SOCIAL FUNCTION

by

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TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION.....	1
II. REVIEW OF LITERATURE.....	4
III. PROCEDURE.....	11
Instruments.....	11
Pre-testing the Schedules.....	11
The Sample.....	12
Administration of the Schedules.....	12
Description of the Topeka Area.....	13
Statistical Analysis of Data.....	14
IV. FINDINGS.....	16
Percentage Results of Wives' Responses to the Questions From the Schedules.....	16
Socio-Economic Factors Related to Selection of Dress...	44
V. SUMMARY.....	55
ACKNOWLEDGMENT.....	61
LITERATURE CITED.....	62
APPENDIX.....	65
Appendix A.....	66
Appendix B.....	72
Appendix C.....	79
Appendix D.....	95

LIST OF TABLES

TABLE	PAGE
I. Factors That Influenced Fashion Ideas of 70 Officers Wives.....	16
II. Reasons Given for the Purchase of Clothing by 63 Officers' Wives.....	17
III. Estimated Amount of the 55 Officers' Wives' Family's Clothing Expenditure Allotted on a Yearly or Monthly Basis.....	18
IV. Estimated Amount of the Personal Clothing Expenditures on Yearly or Monthly Basis by 55 Officers' Wives.....	19
V. Type of Dress Selected by 70 Officers' Wives for Military Social Functions.....	20
VI. Type of Dress Worn by 70 Officers' Wives to Formal Military Social Functions.....	20
VII. Amount paid for Dresses for Military Social Functions in the Fall, Winter, and Spring by 70 Officers' Wives.....	21
VIII. Reasons Reported by 70 Officers' Wives for Selecting the Type of Dresses Worn to Military Social Functions.....	22
IX. Considerations in Selecting What to Wear to Military Social Functions When the Husband is Required to Wear Formal Dress by 70 Officers' Wives.....	23
X. Sizes of Dresses Worn by 70 Officers' Wives.....	24
XI. Size Classifications of Dresses Selected by 70 Officers' Wives.....	24

TABLE	PAGE
XII. Reasons Reported for Preference for the Selected Dress Size Classification by 70 Officers' Wives.....	25
XIII. Assistance Received by 70 Officers' Wives in Selection of Dresses for Social Functions.....	26
XIV. Reasons Given by 31 Officers' Wives for Making All or Some of Their Dresses Worn to Military Social Functions.....	27
XV. Fabrics Preferred in Dresses for Social Functions for Fall, Winter, and Spring by 70 Officers' Wives.....	28
XVI. Colors Preferred and Most Often Purchased in Dresses for Social Functions by 70 Officers' Wives.....	29
XVII. Dress Designs Preferred for a Social Function by 70 Officers' Wives.....	31
XVIII. Reasons Given by 70 Officers' Wives for Preferring the Particular Dress Design.....	31
XIX. Factors Reported by 70 Officers' Wives that were Observed in the Dress Worn by Associates for Social Functions..	32
XX. Extent to Which the 70 Respondents Felt Self-Conscious in What They Wore to a Military Social Function.....	33
XXI. Reasons Given by 24 Officers' Wives for Being Self- Conscious in What They Wore to Military Social Functions.....	33
XXII. Importance Placed Upon Certain Factors by 70 Officers' Wives Influencing Their Choice of Dress.....	35

## TABLE

XXIII. Expressed Consideration by 70 Officers' Wives for the amount of Money Required to Care for the Dress Properly.....	36
XXIV. Place of Shopping for Dresses for Social Function as Indicated by 70 Officers' Wives.....	37
XXV. Type of Store in Which 70 Participants Shopped for Dresses for Military Social Functions.....	38
XXVI. Reasons Given by 70 Officers' Wives for the Type of Store Preferred.....	38
XXVII. Evaluation by 70 Officers' Wives of the Dress Worn to the Last Military Social Function.....	40
XXVIII. Expressed Satisfaction with the Fit of Dresses Chosen for Social Functions by 70 Officers' Wives.....	41
XXIX. Expressed Satisfactions by 70 Officers' Wives with the Available Selections of Dresses for Military Social Functions.....	42
XXX. Factors Considered in Noting Quality of Workmanship and Construction When Purchasing a Dress for a Social Function by 70 Officers' Wives.....	43
XXXI. Frequency Distribution of Size of Hometown by Type of Dress Selected by 70 Officers' Wives.....	45
XXXII. Frequency Distribution of Size of Hometown by Method of Payment for Dresses for Social Functions by 70 Officers' Wives.....	45

TABLE	PAGE
XXXIII. Frequency Distribution of Husband's College Education by Reasons for Selected Type of Dress for Social Functions by 70 Officers' Wives.....	49
XXXIV. Frequency Distribution of Rank of Husband by Reasons for Selected Type of Dress for Social Functions by 70 Officers' Wives.....	50
XXXV. Frequency Distribution of Rank, Grouped as Captain and Other Ranks, of Husbands by Reasons for Selected Type of Dress for Social Functions by 70 Officers' Wives....	50
XXXVI. Frequency Distribution of Amount Paid for Dresses for a Social Function for Winter, by Rank of Husband by 70 Officers' Wives.....	51
XXXVII. Frequency Distribution of Amount Paid for a Dress by 70 Officers' Wives for a Social Function for Fall, Winter, and Spring by Yearly Military Income.....	53

## CHAPTER I

### INTRODUCTION

Each year over 5,000 college graduates become officers in the United States Air Force. Most of these officers bring with them wives into this new profession. The young Air Force Officer's wife begins her new life as a member of a great community without experience in the ways of this group. Social life in the Air Force makes different demands upon different individuals. These young officers and their wives have many social obligations, and as they advance in grade, social responsibilities increase greatly.

An officer and his wife attend many military social functions, the dress for each being governed by the time of day the event is held. Weir, in her book What Every Air Force Wife Should Know (24) stated that formal wear, a dinner dress or an evening dress with long gloves, is worn by the wife when the officer is required to wear "white tie." The Air Force requires that every officer have the new Formal Mess Dress Uniform in his wardrobe by July 1, 1963. With this requirement for officers, the wife will have to give careful consideration to selecting dresses for military social functions in order that she wear the proper dress and never appear conspicuous at his side.

According to Morton (13) clothing need not be expensive to be in good taste. Weir (24) believes that a person is not well dressed if her clothes make her conspicuous. According to Weir and Mickey (25) the "well dressed" person is neat and well groomed, her clothes appropriate

to the occasion and well cared for. It is often stated that good grooming and appropriate dress reveal an insight into the character and habits of a person. If a person wears the appropriate clothing for the occasion and is well groomed, she will make a good appearance.

The problem of dress is that everyone is trying at the same time to be like, and to be unlike his fellow men--to be like them as he regards them as superior, to be unlike as he thinks they are below him. According to Hartmann (8), clothing will always be a major social issue and a prominent personal problem.

As one of the essentials of life, clothing provides protection and influences social relationships of people. Historically, clothing has been one of the most convenient and visible vehicles known for drawing class distinctions (15). Keesing (10) stated that the most universal function of clothing and adornment is to indicate status. In practically all societies there is an assignment of distinction made to clothing for male and female, but there are no universals in clothing detail. Indications of age, marital condition, class, occupation, and other indications of status are shown by dress and adornment.

Few societies in history have been as fashion conscious as the American, and there have been few in which styles and clothes have changed so often. One of the frequently voiced opinions is that women dress to express their personalities. The way a woman dresses has intimate connections with her unconscious impression of herself which she wishes to convey, first to her inner conscience, and later to the environment, according to Bergler (5).

Formal dress is less significant today than it was the last few decades. The present dress in America is the casual look. Anspach (2) stated that to dress as a person pleases at most functions is part of the casual look. At an informal party, guests may be variously attired from traditional gowns to skirts and sweaters.

This study was undertaken by the writer with two assumptions: that there is a relationship between clothing and social status, and that there are reasons for the divergence in dress worn by officers' wives at military social functions. Therefore, the objective of this study was to determine the relationship between socio-economic factors and the selection of dress for military social functions by Air Force Officers' wives of Forbes Air Force Base, Topeka, Kansas. The specific purposes of this study were: first, to determine a relationship between selection of dress and the socio-economic status of Air Force Officers' wives; second, to identify some of the problems encountered by Air Force Officers' wives in selecting dresses for military social functions; third, to ascertain some of the satisfactions and dissatisfactions of Air Force Officers' wives toward market offerings.

## CHAPTER II

### REVIEW OF LITERATURE

Clothing has long been important to man. According to the Sacred Narrative, clothing was introduced through sin, when Adam and Eve partook of the forbidden fruit. Civilization accepted dress as the natural state and undress as the improper and unnatural state.

The psychological and social significance of dress has been indicated by numerous authors. According to Flugel (6), man has been called the social animal. It is from their clothes that we form a first impression of our fellow-men as we meet them. Bell (4) said that the feeling of being perfectly dressed imparts a buoyant confidence to the wearer, and it impresses the beholder as though the fabric were a natural extension of the man.

Hartmann (8) explained the identification of self in relation to clothing:

the use of an article of clothing is simultaneously a source of stimulation to the wearer and the beholder, as well as a reaction on their part to certain physiological needs, social expectancies, and esthetic tensions focused in the organism.

Clothes are, therefore, valuable (in a larger psychological sense which embraces more than the narrowly economic) only to the degree that they enhance the value and experiences of the persons who wear them or who are otherwise affected by them. In other words, the subjective worth of any article of attire is proportionate to its contributions to some sort of extension or differentiation or enrichment of the self. The self with that piece of clothing must become a better self than it is without; otherwise, the item either makes no vital difference or fails to fulfill its function.

Man would not have developed as far as he has today without his invention of clothes, which enabled him to claim kinship with superior beings, deities or gods, according to Langner (11). The desire to achieve superiority and to win the admiration of his fellow men and women is one of man's deepest spiritual needs. Langner (11) stated four reasons why man wears clothes:

1. to overcome his feeling of inferiority
2. to achieve a conviction of his superiority to the rest of creation
3. to win admiration and assure himself that he belongs
4. to compensate for his feelings of inadequacy and insecurity.

To find the earliest indications of new fashions and fashion trends in dress, one must find groups of people who have wealth and good taste with real bases in artistic sense and a keen desire to compete with other people for preeminence in style and fashion, (Nystrom, 14). According to Anspach (1), taste in clothing cannot ignore "fashion" because fashion is the spiritual core of the clothing world. Lerner (12) stated that taste is a new empire brought within the reach of lower and middle class groups by the spread of leisure, and that popular taste is derived from the high income upper class. In our societies class distinctions have become blurred, and the middle class has access to the same goods as the upper class possesses. Taste is used as a status symbol. Anspach (1) stated that taste is used as a status symbol for individual distinction within a class, for the multitude of subtle shadings that give a person "standing" in the eyes of others.

Education coupled with increased incomes invariably increases the number of human wants. To a certain extent education helps to increase

earning power, so that a democratic system of education for all is one of the surest ways of creating and greatly extending markets for goods in which fashion may play a part, (Mystrom, 14). Anspach (1) stated that free time is more plentiful, permitting the hunger for intangibles such as travel, reading, and personality development to compete with the demand for tangible goods. The ideals in America are getting ahead, being popular and charming, and being a success--the dominant drive is social.

In recent years there has been an emphasis upon the social-psychological or socio-economic areas of clothing. A review of clothing research from 1925 to 1953 stated that these fields are becoming increasingly important.

.....Clothing-choice provides a means for enactment of woman's role as transmitter of the culture. As choice-maker, her primary problem in clothing is one of taste, and taste in this instance cannot be divorced from fashion. It would seem therefore, that clothing research, if it is to have a worthwhile concept in the present social situation, would concern itself with taste and fashion--two very nebulous qualities in a changing world. (Anspach, 1).

Recent studies related to certain aspects of clothing selection have a bearing on this research.

Rosecranz (16) in a study concerning mothers' selection of clothing for daughters of sub-teen age found that in general wives of manual workers and low-income families were most concerned with ease of care, wearing qualities and price factors; the white collar workers and high income groups considered appearance to be most important in selection of dress. In the higher income class more importance was placed upon appearance in the selection of dress.

In a study of the psychological effects of clothing among 1012 high school and college girls, Ryan (18) found that when there was dissatisfaction with clothing it was because the students felt they did not have enough money for clothes, had chosen unwisely, or did not have time to spend on clothing and grooming. The girls that felt well dressed were those who were apt to be conscious of their clothing most of the time. Ryan also stated that the girls were less self-conscious when they felt well dressed, they could forget themselves, please others, and think of other things. They considered being well dressed important because people are judged by their appearance, therefore, clothes are important in gaining desired ends socially, attracting the opposite sex, or obtaining a job. The majority of the girls in the study felt that clothes should be fairly important and still be in the background--that is, the clothes should be good selections, well cared for, then forgotten. Some wanted to feel well enough dressed to make a good impression on strangers.

Runbeck (17) in a study concerning the "Values Given Importance in the Selection of Outer Garments by College Women" found that most of the girls believed clothing was an important way of expressing how they think and feel, and that sometimes others could judge their personality by the clothes they were wearing. The girls believed that only sometimes was one able to recognize the social position of a person by the clothes he wears, and only sometimes the wearing of similar types of clothing was an important factor in being accepted by a group. She also stated that girls from smaller towns rely on clothes to indicate social position more than girls from the larger towns. The girls from smaller towns placed a

higher estimation on the general impression of an outfit, while the other group mentioned more specific aspects of the outfit. Runbeck also stated that the girls from smaller towns thought that it was necessary to spend more money on clothes to be well dressed, and those from larger families gave a higher importance to expressing yourself.

In a comparison study of clerical workers and home economists as to the modification of wardrobes due to changes of working status, Houdek (9) found that home economists preferred higher quality and increased quantity, while the clerical workers recognized only the need of a larger quantity and were content with the same quality of clothing. The cost for maintenance of clothing increased for both groups, but the clerical worker's standards for maintenance decreased after she began work.

Form and Stone (7) in the study of social significance of clothing in occupational life of men, stated that one sees himself through the eyes of others. Thus, the way one thinks others judge him is a good indication of how he judges himself. It was found that more than half of the participants of this study could determine a person's occupation or at least get a fairly good idea of that occupation on the basis of dress. The authors stated that the clothes a person wears are evaluated in the context of situations. The symbolic value of clothes is then a function of the social definition of the situation, and not a function of the inherent character of clothing or how the person dresses in general.

Stone and Form (21) found in the study of social and social-psychological contexts of shopping that the kind of clothing worn by women between the ages 20 to 39 while shopping for clothes was conditioned

9

by their position in the stratification system of the community; the higher their social status, the more likely they would be "dressed up" (wear a good dress, or suit with pumps). Women who perceived the shopping situation as enhancing their social status and self-esteem more often "dressed up" while shopping for clothes. Education was also significantly associated with shopping, because education and stratification are highly related.

In 1961 Shipley (19) found in a comparative study of older women's preferences of clothing and market offerings that most of the women went shopping alone and patronized department stores with very few patronizing specialty or chain stores. She found that design and fit were considered to be most important factors in preference of clothing, price was considered the second most important factor, while ease of care was considered the least important factor. Income was found to affect social participation and desire to buy clothes. Shipley's conclusions were: 1) age, income, and organizational memberships are factors which affect the clothing interest of older women, 2) the retail stores and older women differ in their interpretation of their preferences, 3) retail stores exhibit little emphasis upon the needs of this age group of women.

Expressions concerning becomingness made up most of the reasons for garment design and color preferences in garments selected to wear to church or social functions; color, ease of care, and garment design stated as being most frequently considered when purchasing dressy dresses were the results found by Bartley (3), in a study of "Older Women's Preferences for Clothing" in 1962. She also stated that little relationship of

statistical significance was found between socio-economic status and expressed clothing problems and clothing preferences of the respondents.

## CHAPTER III

### PROCEDURE

#### Instruments

Schedules were formulated to ascertain information from Air Force Officers' wives concerning their selection of dress for military social functions. The schedules also contained questions of a socio-economic nature believed to be related to the type of dress selected for military social functions (see appendices A and B).

Subjective as well as objective questions were asked. Check lists for the objective questions were utilized because they could be answered quickly. Free response or "open end" questions were employed enabling the participant to answer independently and without persuasiveness from potential stated answers. The responses to the "open end" or free response questions were organized into groups or classes to expedite recording.

#### Pre-testing the Schedules

A draft of Schedule I was administered to 10 women who represented various educational levels. The pre-testing was performed to determine time required to answer the questions, to test the clarity of the questions, so that necessary revisions could be made, and to attain experience in presenting the schedule to a group.

In order to pretest Schedule II, a draft was administered by personal interview to two women who were not of the final sample. The personal interviews were conducted to determine the time required to answer the questions and record the responses, to assure the clarity of

the questions, and to acquire experience in interviewing officers' wives. Necessary revisions were made after pretesting the schedules for clarification.

#### The Sample

Wives of Air Force Officers of a particular squadron stationed at Forbes Air Force Base were selected as the sample. The group was selected because it presented a sample of significant size, and since the study concerned the selection of dress by Air Force Officers' wives for military social functions, the sample must be Air Force Officers' wives. Both of these constituents were assumed to be fulfilled.

#### Administration of the Schedules

During the month of December, 1962, Schedule I was administered to a group of 90 Air Force Officers' wives during a squadron wives' luncheon. Because of incompleteness of the answers, many of the schedules had to be discarded. To obtain the planned sample, the writer administered the schedule to a second group of 46 wives during a squadron wives' coffee. The larger number of completed schedules was obtained from the second group. In the presentation of the schedule, the participants were instructed to give but one answer to a question with the exception of question No. 2 in Schedule I. They were asked to indicate a time for a personal interview to be held to gain further information.

Schedule II was administered by the interviewer personally to 70 participants during January, 1963. A telephone call was made to each of the wives to arrange a definite time for the personal interview. The

participants lived in widespread areas of Topeka including Capehart, military housing, in which there were 30 participants. There were 70 wives in the sample.

#### Description of the Topeka Area

Topeka was incorporated in 1857 and became the capital in 1861, when Kansas was admitted to the Union (22). Following the Civil War, Topeka's growth became assured because of its location in the approximate center of the United States on the main routes of commerce.

The present metropolitan area of 140,000 population has a business district and merchandising area surpassing many cities of similar size (22). Modern department stores and businesses line Topeka's downtown section along Kansas avenue. However, the city's expansion to suburban areas has resulted in several major spacious modern shopping centers on the outskirts of Topeka. These shopping centers are conveniently located and equipped to serve Topeka's expanding retail trade.

Forbes Air Force Base is an important factor in the growth of Metropolitan Topeka. The "Base", a permanent Military installation, is a unit of the Strategic Air Command and normally has about 7,000 Air Force personnel. The base covers 4,200 acres and has 34 miles of roads on base (22). Forbes has modern living quarters, family housing (Capehart), a 100 bed hospital, a gymnasium, and service clubs. The Air Force men and their families are a vital part of the Topeka community.

Major enterprises that help to make Topeka a vitally alive and dynamic metropolitan city are the Goodyear Tire and Rubber Company, the

Menninger Foundation, the Santa Fe Railway, and the DuPont Cellophane plant.

#### Statistical Analysis of Data

The responses to questions asked were organized into groups or classes, and a summation of all the answers was made for purpose of analysis. The schedules were coded for transfer to I. B. M. cards, which expedited the counting and sorting of answers into frequency distributions. Data were analyzed by the descriptive method, using summations, averages and percentages and the chi-square test was used to determine significant relationships.

Chi-square test, a test of independence, was employed to determine significant differences and if various factors were significantly related. Factors considered in this study were: size of hometown population, parents' occupations, number of brothers, number of sisters, number of children, education levels of participants and husbands, rank or grade of husband, military income, type of dress selected for social functions by the wives, method of payment, and amount paid in fall, winter, and spring for dresses for social functions.

Chi-square was computed by summing the square of the deviations of the observed from the expected frequencies for each cell, divided by the expected frequency for that cell. The formula, as stated by Snedecor (20), is:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

The number of degrees of freedom was computed by multiplying the columns minus one by the rows minus one. This was equal to the number of independent observations on which the test was based. The chi-square values were then read from a table (Snedecor, 20, p 28), according to the number of degrees of freedom, to determine the probability of the number of times in a hundred that the distribution would be due to chance. Probabilities of 0.05 were considered significant, and probabilities of 0.10 were considered as tending toward significance.

## CHAPTER IV

### FINDINGS

#### Percentage Results of Wives' Responses to the Questions From the Schedules

Schedules were formulated to ascertain factors used in selection of a dress for a formal social function by Air Force Officers' wives (see appendices A and B). The responses to the questions in the schedules from 70 wives were summarized and tabulated.

To determine the relationship between selection of dress and the socio-economic status of Air Force Officers' wives, fifteen questions were formulated.

When asked what sources or media influenced their ideas of fashion, 60 per cent of the participants reported magazines; 12.8 per cent, store displays; 7.1 per cent, fashion shows; 5.7 per cent, newspapers; 2.8 per cent, television; 2.8 per cent friends; and 1.4 per cent, previous clothing courses (Table I).

TABLE I  
FACTORS THAT INFLUENCED FASHION IDEAS OF 70 OFFICERS' WIVES

Factors	Number	Percentage
Magazines	42	60.0
Newspapers	4	5.7
Store Displays	9	12.8
Clothing Courses	1	1.4
Television	2	2.8
Fashion Shows	5	7.1
Friends	2	2.8
Other	5	7.1
<b>Totals</b>	<b>70</b>	<b>99.7</b>

Clothing budgets were not used extensively by the wives. Ten per cent reported having a budget, while 90 per cent did not. The reasons given for the purchase of clothing as seen in Table II were: when the need arose, 38.6 per cent; when the occasion demanded, 18.6 per cent; when seasonal additions to the wardrobe were needed, 8.6 per cent; no suitable garment on hand, 2.8 per cent; pregnancy calling for special clothing, 2.8 per cent; for morale building, 2.8 per cent; and no response, 15.7 per cent.

TABLE II  
REASONS GIVEN FOR THE PURCHASE OF CLOTHING BY 63 OFFICERS' WIVES

Reasons	Number	Percentage
When need arose	27	38.6
When the occasion demanded	13	18.6
Seasonal additions to wardrobe are needed	6	8.6
No suitable garment on hand	2	2.8
Pregnancy calling for special clothing	2	2.8
For morale building	2	2.8
No response	11	15.7
 Totals	63	89.9

The respondents found the question as to what is the approximate amount of the family's clothing expenditure difficult to answer. Twenty-one per cent could give no answer, while 12.8 per cent reported the family's clothing expenditure as \$100; 11.4 per cent, \$200; 11.4 per cent, \$300; 17.1 per cent, \$400; 11.4 per cent, \$500; 7.1 per cent, \$600; 10 per cent, \$800; and 2.8 per cent, \$900, (Table III). Of those that reported, 14.3

per cent allotted the amount on a monthly basis and 64.3 per cent on a yearly basis.

TABLE III

ESTIMATED AMOUNT OF THE 55 OFFICERS' WIVES' FAMILY'S CLOTHING EXPENDITURE ALLOTTED ON A YEARLY OR MONTHLY BASIS

Amount	Number	Percentage
\$100	9	12.8
\$200	4	5.7
\$300	8	11.4
\$400	12	17.1
\$500	8	11.4
\$600	5	7.1
\$800	7	10.0
\$900	2	2.8
<b>Totals</b>		<b>78.3</b>

When asked the approximate amount of the participant's clothing expenditure, 40 per cent answered \$200; 15.7 per cent, \$100; 12.8 per cent, \$300; 5.7 per cent, \$400; 2.8 per cent, \$600; 1.4 per cent, \$800; and 21.4 per cent failed to give an answer. Seventy-five per cent reported the amount was allotted on a yearly basis, while 2.8 per cent reported a monthly basis. Table IV presents the approximate amount of the participants clothing expenditure.

Shopping personally for dresses was the method used by 98.5 per cent of the wives, while only 1.4 per cent used the mail order method for purchasing dresses for social functions.

Cash payment was the method of payment 68.5 per cent of the wives indicated; a charge account was indicated by 31.4 per cent.

TABLE IV

ESTIMATED AMOUNT OF THE PERSONAL CLOTHING EXPENDITURES  
ON YEARLY OR MONTHLY BASIS BY 55 OFFICERS' WIVES

Amount	Number	Percentage
\$200	28	40.0
\$100	11	15.7
\$300	9	12.8
\$400	4	5.7
\$600	2	2.8
\$800	1	1.4
<b>Totals</b>	<b>55</b>	<b>78.4</b>

When asked "Who goes shopping with you?" 48.5 per cent reported no one; 28.5 per cent, husband; 21.4 per cent, female companion; and 1.4 per cent, children. Parents and other relatives did not accompany the participants on their shopping trips (Appendix C, pg 82).

When asked "What type of dress do you select for military social functions?" 31.4 per cent indicated a plain sheath; 27.1 per cent, a basic dress; 17.1 per cent, short formal; 4.3 per cent, dressy suit; 1.4 per cent, street dress; 1.4 per cent, long sheath formal; and 17.1 per cent, other as shown in Table V. "Other" included cocktail dress, dressy dress, and "something suitable." The difference between a basic dress and a sheath existed only in the participant's connotation of the word. Both designs are essentially unadorned, however the sheath usually has no well defined waist line.

TABLE V

## TYPE OF DRESS SELECTED BY 70 OFFICERS' WIVES FOR MILITARY SOCIAL FUNCTIONS

Type of Dress	Number	Percentage
Plain sheath	22	31.4
Basic dress	19	27.1
Short formal	12	17.1
Dressy suit	3	4.3
Street dress	1	1.4
Long sheath formal	1	1.4
Other*	12	17.1
<b>Totals</b>	<b>70</b>	<b>99.8</b>

\*Other: cocktail dress, dressy dress, and "something suitable."

On Schedule II the wives were asked "What type of dress do you wear when you go to a formal party?" Eighty-seven per cent reported a short formal; 5.7 per cent, long sheath formal; and 4.3 per cent, a plain short sheath (Table VI). Other, which included selections of cocktail dresses and something "very dressy," was reported by 2.8 per cent of the participants.

TABLE VI

## TYPE OF DRESS WORN BY 70 OFFICERS' WIVES TO FORMAL MILITARY SOCIAL FUNCTIONS

Type of Dress	Number	Percentage
Short formal	61	87.1
Long sheath formal	4	5.7
Plain short sheath	3	4.3
Other*	2	2.8
<b>Totals</b>	<b>70</b>	<b>99.9</b>

\*Other: cocktail dresses and something "very dressy."

The apparent discrepancy when the figures in Table V and Table VI are compared can be accounted for in that a difference is made between a formal military social function and a military social function such as a squadron party.

Among those reporting, 4.3 per cent paid less than \$20 for a dress in the fall for social functions; 42.8 per cent, \$21 to \$30; 32.8 per cent, \$31 to \$40; 15.7 per cent, \$41 to \$50; 1.4 per cent, \$51 to \$60; and 2.8 per cent, \$91 and over (Table VII). The price most often paid for a dress in the winter for social functions by the respondents ranged from \$31 to \$40, more than 40 per cent reported this amount. The other prices and the percentage of responses were: less than \$20, 1.4 per cent; \$21 to \$30, 34.2 per cent; \$41 to \$50, 18.5 per cent; \$51 to \$60, 1.4 per cent; and \$91 and over, 2.8 per cent, as shown in Table VII.

TABLE VII

## AMOUNT PAID FOR DRESSES FOR MILITARY SOCIAL FUNCTIONS IN THE FALL, WINTER, AND SPRING BY 70 OFFICERS' WIVES

Amount Paid	Fall		Winter		Spring	
	No	%	No	%	No	%
Less than \$20	3	4.3	1	1.4	9	12.8
\$21 to \$30	30	42.8	24	34.3	36	51.4
\$31 to \$40	23	32.8	29	41.4	20	28.6
\$41 to \$50	11	15.7	13	18.6	4	5.7
\$51 to \$60	1	1.4	1	1.4	0	0.0
\$91 and over	2	2.8	2	2.8	1	1.4
<u>Totals</u>	70	99.8	70	99.9	70	99.9

A large percentage (51.4 per cent) of the participants paid \$21 to \$30 for a dress for a social function in the spring; the other prices and percentage of responses were: \$31 to \$40, 28.5 per cent; \$41 to \$50, 5.7 per cent; and \$91 and over, 1.4 per cent. Few paid less than \$20, 12.8 per cent (Table VII).

In each of the reported seasons, one participant paid the same amount for her dresses (\$91 and over); she planned that the dresses be used approximately seven to ten years.

To identify some of the problems encountered by Air Force Officers' wives in selecting dresses for military social functions, they were asked questions concerning personal reasons for selection. The principal reasons given were: to please their husbands, 74.3 per cent; to keep up with fashion, 2.8 per cent; to gain favorable attention of other men, 1.4 per cent; to keep within a price range, 7.1 per cent; to keep in style, 5.7 per cent; and other reasons which included to satisfy self and to build morale, 8.6 per cent, as reported in Table VIII.

TABLE VIII

## REASONS REPORTED BY 70 OFFICERS' WIVES FOR SELECTING THE TYPE OF DRESSES WORN TO MILITARY SOCIAL FUNCTIONS

Reasons	Number	Percentage
To please their husbands	52	74.3
To keep up with fashion	2	2.8
To gain favorable attention of other men	1	1.4
To keep within a price range	5	7.1
To keep in style	4	5.7
Other	6	8.6
<b>Totals</b>	<b>70</b>	<b>99.9</b>

Considerations deemed important by the wives in selecting what to wear to military social functions when the husband was required to wear formal dress as shown in Table IX were to dress: "in a dressy cocktail dress," "formal also," "appropriately," "in what I have on hand," "for occasion," "for husband's approval," "in the present trend," and for other reasons. The other reasons were: "advice of other women and of squadron commander's wife," "advice of husband," "interest in simplicity;" and one was undecided because of the great variety worn at the Forbes Officers' Club.

TABLE IX

CONSIDERATIONS IN SELECTING WHAT TO WEAR TO MILITARY  
SOCIAL FUNCTIONS WHEN THE HUSBAND IS REQUIRED  
TO WEAR FORMAL DRESS BY 70 OFFICERS' WIVES

Considerations	Number	Percentage
<b>To dress:</b>		
in a dressy cocktail dress	16	22.8
formal also	10	14.3
appropriately	9	12.8
in what I have on hand	9	12.8
for occasion	6	8.6
for husband's approval	3	4.3
in present trend	4	5.7
Other	13	18.6
<b>Totals</b>		<b>99.9</b>

The size of dresses worn by participants are reported in Table X. The size classifications were: misses, 58.6 per cent; junior, 30 per cent; petite, 7.1 per cent; women's, 1.4 per cent; tall, 1.4 per cent; and

diminutive, 1.4 per cent (Table XI). The participants that reported tall and diminutive classifications stated that they had to shop in areas other than Topeka to obtain the desired garment.

TABLE X  
SIZES OF DRESSES WORN BY 70 OFFICERS' WIVES

Size of dress	Number	Percentage
5	5	7.1
7	5	7.1
8	3	4.3
9	8	11.4
10	15	21.4
11	5	7.1
12	16	22.8
13	2	2.8
14	5	7.1
16	5	7.1
18	1	1.4
<b>Totals</b>	<b>70</b>	<b>99.6</b>

TABLE XI  
SIZE CLASSIFICATIONS OF DRESSES SELECTED BY 70 OFFICERS' WIVES

Size classifications	Number	Percentage
Misses	41	58.6
Junior	21	30.0
Petite	5	7.1
Women's	1	1.4
Tall	1	1.4
Diminutive	1	1.4
<b>Totals</b>	<b>70</b>	<b>99.9</b>

In answer to the question, "Why do you prefer the selected size classification?" more than half of the respondents reported fit as the reason (58.6 per cent). The others reported: to obtain the proper length, 18.6 per cent; to meet my figure problems, 15.7 per cent; because of height, 4.3 per cent; for better selection, 1.4 per cent; and for youthful appearance, 1.4 per cent (Table XII). Only about seven per cent gave reasons other than the one that related to fit.

TABLE XII

REASONS REPORTED FOR PREFERENCE FOR THE SELECTED DRESS SIZE  
CLASSIFICATION BY 70 OFFICERS' WIVES

Reasons	Number	Percentages
To obtain fit	41	58.6
To obtain the proper length	13	18.6
To meet my figure problems	11	15.7
Because of height	3	4.3
For better selection	1	1.4
For youthful appearance	1	1.4
 Totals	70	100.0

Approximately two-thirds of the wives selected their dresses for social functions independent of others (68.6 per cent), while some had the aid of husbands, 20 per cent; a female companion, 4.3 per cent; a sales clerk, 2.8 per cent; a dressmaker, 2.8 per cent; and a relative, 1.4 per cent as shown in Table XIII.

Ready-to-wear dresses were worn to military social functions by 74.3 per cent of the wives, and 25.7 per cent either made or had their dresses made. In answer to the question "Do you make all, some, or none

of your dresses for military social functions?" slightly more than half of the respondents reported none, 55.7 per cent; others reported some, 38.6 per cent; and all, 5.7 per cent (Appendix C, page 87).

TABLE XIII

ASSISTANCE RECEIVED BY 70 OFFICERS' WIVES IN SELECTION  
OF DRESSES FOR SOCIAL FUNCTIONS

Assistance	Number	Percentage
No one assisted	48	68.6
Husband	14	20.0
Female companion	3	4.3
Sales clerk	2	2.8
Dressmaker	2	2.8
Relative	1	1.4
<b>Totals</b>	<b>70</b>	<b>99.9</b>

The principal reasons given by the wives for making all or some of their dresses worn to military social functions were that: they like to sew, 15.7 per cent; they found it is more economical, 7.1 per cent; they were dissatisfied with store selections, 5.7 per cent; they found satisfaction of accomplishment, 5.7 per cent; they could obtain a better fit and quality, 5.7 per cent; they had the time and material, 2.8 per cent; and they could obtain individuality, 1.4 per cent (Table XIV).

In answer to the question "Do you have a dressmaker make all, some, or none of your dresses for military social functions?" approximately two-thirds of the participants reported none, 64.3 per cent; 30 per cent, some; and 5.7 per cent, all.

The principal reasons given by the participants for having a dressmaker

TABLE XIV

REASONS GIVEN BY 31 OFFICERS' WIVES FOR MAKING ALL OR SOME  
OF THEIR DRESSES WORN TO MILITARY SOCIAL FUNCTIONS

Reasons	Number	Percentage
Like to sew	11	15.7
Found it is more economical	5	7.1
Were dissatisfied with store selections	4	5.7
Found satisfaction of accomplishment	4	5.7
Could obtain a better fit and quality	4	5.7
Had the time and the material	2	2.8
Could obtain individuality	1	1.4
 Totals	31	44.1

make all or some of their dresses were: better workmanship, economy, the dressmaker is a friend, could obtain a better fit, husband purchased the material, could obtain individuality, received as gifts from the dressmaker, and lack of time to sew (Appendix C, page 87).

In answer to the question "What fabric do you prefer in a dress for a social function for fall?" brocade was preferred by 24.3 per cent of the respondents; crepe, 10 per cent; taffeta, 10 per cent; chiffon, 8.6 per cent; jersey, 8.5 per cent; faille, 2.8 per cent; and lace, 1.4 per cent as shown in Table XV. The answer "other" was indicated by 34.3 per cent. Some stated preferences in terms of fibers. Ten women preferred silk; six, wool; and two, cotton. The remaining fabric preferences were: satin, velveteen, and one had no fabric preference. The wives stating fibers as their preferences were not able to differentiate fabrics from fibers.

The fabric preferences in a dress for a social function for winter

brocade, 22.8 per cent; chiffon, 10 per cent; jersey, 8.6 per cent; taffeta, 5.7 per cent; crepe, 4.3 per cent; and lace, 2.8 per cent (Table XV). The answer "other" was indicated by 45.7 per cent. The other fabric preferences were: velvet, satin, velveteen, and blends--wool and dacron, wool and orlon. Respondents unable to differentiate fabrics from fibers preferred wool and silk.

TABLE XV

FABRICS PREFERRED IN DRESSES FOR SOCIAL FUNCTIONS FOR FALL,  
WINTER, AND SPRING BY 70 OFFICERS' WIVES

Fabrics	Fall		Winter		Spring	
	Number	Percentage	Number	Percentage	Number	Percentage
Brocade	17	24.3	16	22.8	3	4.3
Crepe	7	10.0	3	4.3	4	5.7
Taffeta	7	10.0	4	5.7	1	1.4
Chiffon	6	8.6	7	10.0	12	17.1
Jersey	6	8.6	6	8.6	0	0.0
Faille	2	2.8	0	0.0	0	0.0
Lace	1	1.4	2	2.8	4	5.7
Broadcloth	0	0.0	0	0.0	1	1.4
Other	24	34.3	32	45.7	45	64.3
<b>Totals</b>	<b>70</b>	<b>100.0</b>	<b>70</b>	<b>99.9</b>	<b>70</b>	<b>99.9</b>

For spring the fabric preferences in a dress for a social function were: chiffon, 17.1 per cent; lace, 5.7 per cent; crepe, 5.7 per cent; brocade, 4.3 per cent; broadcloth, 1.4 per cent; and taffeta, 1.4 per cent; the answer "other" was indicated by 64.3 per cent as presented in Table XV. Other answers given by 45 of the respondents included: pique, dacron puff, cotton, silk, linen, and one had no fabric preference.

When asked what color they preferred, 31.4 per cent of the wives

reported blue; 16 per cent, green; 13 per cent, red; two per cent, yellow; and 37 per cent, other. "Other" included: black, white, brown or beige, and lavender and white. Three of the wives stated no preference (Table XVI).

TABLE XVI

COLORS PREFERRED AND MOST OFTEN PURCHASED IN DRESSES FOR  
SOCIAL FUNCTIONS BY 70 OFFICERS' WIVES

Colors	Color preferred		Color most often purchased	
	Number	Percentage	Number	Percentage
Blue	22	31.4	17	24.3
Green	11	15.7	7	10.0
Red	9	12.8	6	8.6
Yellow	1	1.4	1	1.4
Black			23	32.8
Brown			6	8.6
White			5	7.1
Pink			1	1.4
Orange			1	1.4
Other	27	38.6		
No particular color			3	4.3
 <b>Totals</b>	 70	 99.9	 70	 99.9

The colors most often chosen by the participants when purchasing a dress, but not their preferred color for a social function, were: black, 32.8 per cent; blue, 24.3 per cent; green, 10 per cent; brown, 8.6 per cent; red, 8.6 per cent; white, 7.1 per cent; pink, 1.4 per cent; yellow, 1.4 per cent; orange, 1.4 per cent; and no choice was indicated by four per cent, as shown in Table XVI.

In answer to the question "Do you prefer light, medium or dark tones?" medium tones were preferred by 61.4 per cent of the respondents;

light tones, 22.8 per cent; and dark tones, 15.7 per cent. Sixty-eight per cent of the respondents stated a preference for soft tones; and 31.4 per cent, brilliant tones (Appendix C, page 89 ).

Fabric of a solid color was preferred by 94.2 per cent of the wives for a dress for social functions; 2.8 per cent, printed pattern; and 2.8 per cent had no preference.

Many reasons for preferences of a fabric of solid color or a printed pattern were reported. The reasons were: 18.6 per cent preferred a solid color because "it was classic"; 14.3, "I like solids"; 12.8 per cent, "solids are flattering"; 12.8 per cent, "solids are becoming to me"; 10 per cent, solids—"because of my height"; 5.7 per cent, "I don't like prints"; 1.4 per cent, "prints are gaudy"; 4.3 per cent, "I don't know"; and 10 per cent, "Other" (Appendix C, page 93). "Other" reasons included: "solids catch my eyes," "prints are remembered more," "I look ghastly in prints," "printed fabric doesn't show soil and gives more interest," "I only select fabric that appeals to me," "depends on the season," and "a solid color is more versatile."

Two-thirds (65.7 per cent) of the participants preferred the sheath dress for a social function. As shown in Table XVII, 11.4 per cent preferred the jacket dress; 4.3 per cent, the princess dress; 4.3 per cent, the shirtwaist; 2.8 per cent, two-piece dress; and 11.4 per cent, other dress designs. Seven participants preferred a fitted bodice with a full skirt, and one, a halter neckline.

TABLE XVII  
DRESS DESIGNS PREFERRED FOR A SOCIAL FUNCTION BY 70 OFFICERS' WIVES

Dress designs	Number	Percentage
Short sheath dress	46	65.7
Jacket dress	8	11.4
Princess dress	3	4.3
Shirtwaist	3	4.3
Two-piece dress	2	2.8
Other*	8	11.4
<b>Totals</b>	<b>70</b>	<b>99.9</b>

\* Other: Fitted bodice with a full skirt, and a halter neckline dress.

The reasons most often given by the wives for preferring the particular type of dress design, as presented in Table XVIII were: "becoming," "comfortable," "versatile," and other. Other responses were: "because of my height," "I like it," "husband's preference," "my hips are too large to wear sheath," "slenderizing," "more feminine looking," and "I prefer a full skirt."

TABLE XVIII  
REASONS GIVEN BY 70 OFFICERS' WIVES FOR PREFERRING  
THE PARTICULAR DRESS DESIGN

Reasons	Number	Percentage
Becoming	28	40.0
Comfortable	14	20.0
Versatile	7	10.0
Other	21	30.0
<b>Totals</b>	<b>70</b>	<b>100.0</b>

In answer to the question "Do you feel that you are well dressed for military social functions?" 81 per cent of the participants reported that they were dressed for military social functions about as well as the average officer's wife, and 19 per cent, better than average.

All of the wives indicated that they noticed the dresses that other people wore. As shown in Table XIX, the factors noticed by the wives were: general impression, color, fit, fabric, silhouette, and other. "Other" factors noticed were: style, "becomingness," "something outstanding," attractiveness," "gaudy or ugly," "extremely bad or good taste," "suitability," "appropriateness," and "extreme design."

TABLE XIX  
FACTORS REPORTED BY 70 OFFICERS' WIVES THAT WERE OBSERVED IN THE DRESS WORN BY ASSOCIATES FOR SOCIAL FUNCTIONS

Factors	Number	Percentage
General impression	24	34.3
Color	9	12.8
Fit	8	11.4
Fabric	4	5.7
Silhouette	2	2.8
Other	23	32.8
 Totals	 70	 99.8

Table XX shows that 65.7 per cent of the participants were never self-conscious of what they wore for a military social function. Seven per cent reported they were "always" self-conscious of what they wore wearing; 2.8 per cent, "usually;" 18.6 per cent, "sometimes;" and 5.7 per cent, "seldom."

TABLE XX

EXTENT TO WHICH THE 70 RESPONDENTS FELT SELF-CONSCIOUS  
IN WHAT THEY WORE TO A MILITARY SOCIAL FUNCTION

Responses	Number	Percentage
Always	5	7.1
Usually	2	2.8
Sometimes	13	18.6
Seldom	4	5.7
Never	46	65.7
Totals	70	99.9

The reasons most often given by the respondents for being self-conscious were: dissatisfied with my appearance, poor fit, afraid of what other people think of my dress, depends on my mood, my posture, and my height, as shown in Table XXI. Other reasons given were: excess weight; I don't like to make an entrance; they can look, I am not ashamed; and I don't know what to wear, each base is different in the type of dress to be worn to military social functions.

TABLE XXI

REASONS GIVEN BY 24 OFFICERS' WIVES FOR BEING SELF-CONSCIOUS  
IN WHAT THEY WORE TO MILITARY SOCIAL FUNCTIONS

Reasons	Number	Percentage
Dissatisfied with my appearance	6	8.6
Poor fit	4	5.7
Afraid of what other people think of my dress	5	7.1
Depends on my mood	2	2.8
My posture	2	2.8
Height	1	1.4
Other reasons	4	5.7
Totals	24	34.1

In answer to the question "Do you believe that others can judge your personality by what you are wearing?" 18.6 per cent of the participants reported "always;" "usually," by 32.8 per cent; "sometimes," 30 per cent, and "never," 18.6 per cent (Table XXII).

One-third (34 per cent) of the wives reported that they believed attractive clothing is important in securing social recognition from other women; 22 per cent, "usually;" 17 per cent, "sometimes;" nine per cent, "seldom;" and 17 per cent, "never" as presented in Table XXII. Twenty-three per cent reported that attractive clothing is important in securing social recognition from men; 31.4 per cent, "usually;" 21.4 per cent, "sometimes;" 5.7 per cent, "seldom;" and 18.6 per cent, "never" (Table XXII).

Forty-five per cent of the participants do not believe that conformity in dress is an important factor in being accepted by a group. Nine per cent believed that it is; 21 per cent reported "usually;" and eight per cent, "seldom" (Table XXII).

In answer to the question "Do you believe that it is important to be fashionably dressed?" 37.1 per cent of the respondents reported "always;" 34.3 per cent, "usually;" 14.3 per cent, "sometimes;" 1.4 per cent, "seldom;" and 12.8 per cent, "never," as shown in Table XXII.

Recent high fashion trends (New York, Paris, Italy, and California) were not considered by 45.7 per cent of the wives when selecting a style. Eleven per cent "seldom" considered the recent high fashion trends; 31.4 per cent, "sometimes;" 5.7 per cent, "usually;" and 5.7 per cent, "always," (Appendix C, page 93).

TABLE XXII  
IMPORTANCE PLACED UPON CERTAIN FACTORS BY 70 OFFICES' WIVES INFLUENCING THEIR CHOICE OF DRESS

Influencing factors	Responses						Totals			
	Always No.	%	Usually No.	%	Sometimes No.	%	Seldom No.	%	Never No.	%
Others can judge your personality by what you are wearing	13	18.6	23	32.8	21	30.0	0	0.0	13	18.6
Attractive clothing is important in securing social recognition from other women	24	34.3	16	22.8	12	17.1	6	8.6	12	17.1
Attractive clothing is important in securing social recognition from men.	16	22.8	22	31.4	15	21.4	4	5.7	13	18.6
Conformity in dress is an important factor in being accepted by a group	6	8.6	15	21.4	11	15.7	6	8.6	32	45.7
Important to be fashionably dressed.	26	37.1	24	34.4	10	14.3	1	1.4	9	12.8

When asked the question "Do you consider the amount of money required to care for the dress properly before purchasing it?" 33 per cent of the participants "always" considered the amount of money required to care for the dress properly; 24 per cent, "usually;" seven per cent, "sometimes;" five per cent "seldom;" and 30 per cent, "never" (Table XXIII). The participants indicating "never" always remarked "but I guess I should."

TABLE XXIII

EXPRESSED CONSIDERATION BY 70 OFFICERS' WIVES FOR THE AMOUNT OF MONEY REQUIRED TO CARE FOR THE DRESS PROPERLY

Responses	Number	Percentage
Always	23	32.8
Usually	17	24.3
Sometimes	5	7.1
Seldom	4	5.7
Never	21	30.0
 Totals	 70	 99.9

Dresses that can be used in a number of combinations for different occasions "always" were selected by 45 per cent of the wives; 20 per cent, "usually;" 18 per cent, "sometimes;" four per cent, "seldom;" and 10 per cent, "never" (Appendix C, page 93).

In answer to the question "Do you select a style that can be used for many occasions?" 55 per cent reported "always;" 30 per cent, "usually;" 11 per cent, "sometimes;" and three per cent, "never," (Appendix C, page 93).

To ascertain some of the satisfactions and dissatisfactions of Air Force Officers' wives towards market offerings, questions were asked

concerning the place of shopping, the type of store used for shopping, reasons for selection of a particular dress, important factors to consider, reasons for dissatisfaction, evaluation of dress, satisfactions with fit of dresses, availability of dress selection in stores, and availability of color selection in dresses preferred.

Two-thirds (68.6 per cent) of the participants indicated they shopped for dresses for social functions in Topeka. Only 2.8 per cent reported shopping in a large town near the base; 10 per cent, the previous hometown; 10 per cent, a large town near previous hometown; and 8.6 per cent, other (Table XXIV). "Other" answers did not relate to the question posed. The responses were: catalogs, fabric stores, my own ideas and my husband's excellent taste.

TABLE XXIV  
PLACE OF SHOPPING FOR DRESSES FOR SOCIAL FUNCTION AS INDICATED  
BY 70 OFFICERS' WIVES

Place of shopping	Number	Percentage
Topeka	48	68.6
Large town near base	2	2.8
Previous hometown	7	10.0
Large town near hometown	7	10.0
Other	6	8.6
<b>Totals</b>	<b>70</b>	<b>100.0</b>

In answer to the question "In what type of store do you shop for dresses for a military social function?" 30 per cent of the respondents shopped in a large department store; 11.4 per cent, a medium size department store; 42.8 per cent, a small specialty dress shop; 5.7 per cent, an

exclusive dress shop; and 10 per cent, other as shown in Table XXV. The "other" answers were: dressmaker, fabric store, and shop all stores.

TABLE XXV

TYPE OF STORE IN WHICH 70 PARTICIPANTS SHOPPED FOR DRESSES  
FOR MILITARY SOCIAL FUNCTIONS

Type of store	Number	Percentage
Small specialty dress shop	30	42.8
Large department store	21	30.0
Medium size department store	8	11.4
Exclusive dress shop	4	5.7
Other	7	10.0
<b>Totals</b>	<b>70</b>	<b>99.9</b>

The reasons given for the type of store preferred by the wives as presented in Table XXVI were: better selection of dresses, 41.4 per cent; variety of dresses, 15.7 per cent; quality of dresses, 12.8 per cent, price of dresses, 5.7 per cent; personal service of clerks, 10.0 per cent; and other, 14.3 per cent.

TABLE XXVI

REASONS GIVEN BY 70 OFFICERS' WIVES FOR THE TYPE OF STORE PREFERRED

Reasons	Number	Percentage
Better selection of dresses	29	41.4
Variety of dresses	11	15.7
Quality of dresses	9	12.8
Personal service of clerks	7	10.0
Price of dresses	4	5.7
Other	10	14.3
<b>Totals</b>	<b>70</b>	<b>99.9</b>

Ninety-four per cent of the participants "usually" were satisfied with their looks during the evening when attending a military social function; six per cent were "seldom" satisfied.

In answer to the question "How do you think that what you wore on the last occasion affected your enjoyment of the evening?" 82.5 per cent of the respondents indicated that they were aware they made a good appearance and it gave them self-confidence. Three per cent indicated they were not satisfied with what they wore and felt ill-at-ease; three per cent, their clothes were not physically comfortable and hampered their activity; and 11 per cent, other (Appendix C, page 85). Other answers indicated were: "I was comfortable," "no feeling about how I was dressed," "the dress didn't make any difference," "no effect, I am very secure in my selection," and "it was all right."

In evaluating the dress worn to the last military social function, 54.3 per cent of the wives evaluated the dress as becoming in color, as "average;" 44.3 per cent, as "above average;" and 1.4 per cent, "below average." Fifty-eight per cent of the respondents evaluated the dress as appropriate for the occasion, "average;" 40 per cent, "above average;" and 1.4 per cent, "below average." The dress was "above average" in evaluation of quality and construction by 55.7 per cent of the participants; 44.3 per cent, "average." Fifty-five per cent evaluated the dress "above average" as to fit; 40 per cent, "average;" and 4.3 per cent, "below average." The dress was "above average" in evaluation of becoming style by 48.6 per cent participants; 48.6 per cent, "average," and 2.8 per cent, "below average." Evaluation of the dress compared to

others worn in the group, 73 per cent of the participants evaluated the dress "average;" 27 per cent, "above average." Evaluation of the appearance of the (cleaned and pressed) was 73 per cent, "above average;" and 27 per cent, "average." Table XXVII presents the evaluation of the dress worn to the last military social function by 70 wives.

TABLE XXVII  
EVALUATION BY 70 OFFICERS' WIVES OF THE DRESS WORN TO THE LAST MILITARY SOCIAL FUNCTION

Factors of Evaluation	No.	Responses						Totals	
		Above average	Average	Below average	No.	%	No.	%	
Becoming in color	31	44.3	38	54.3	1	1.4	70	100.0	
Appropriate for occasion	28	40.0	41	56.6	1	1.4	70	100.0	
Good quality and construction	39	55.7	31	44.3	0	0.0	70	100.0	
Good fit	39	55.7	28	40.0	3	4.3	70	100.0	
Becoming in style	34	48.6	34	48.6	2	2.8	70	100.0	
Like others in group	19	27.1	51	72.8	0	0.0	70	99.9	
Cleaned and pressed	51	72.8	19	27.1	0	0.0	70	99.9	

When asked "Are you usually satisfied with your dresses you have chosen for military social functions?" 94 per cent of the respondents were satisfied, and six per cent were not. The reasons for dissatisfaction were: "I did not have the time to plan and shop for the best buys," "I was not happy with the dresses purchased for special occasions," "I do not have the flare for dress selection," and "I was pregnant and dissatisfied with maternity dresses."

As shown in Table XXVIII, 54.3 per cent of the wives were "always"

satisfied with the fit of the dresses chosen for social functions; 41.4 per cent, "usually;" 2.8 per cent, "sometimes;" and 1.4 per cent, "seldom."

TABLE XXVIII

EXPRESSED SATISFACTION WITH THE FIT OF DRESSES CHOSEN  
FOR SOCIAL FUNCTIONS BY 70 OFFICERS' WIVES

Response	Number	Percentage
Always	38	54.3
Usually	29	41.4
Sometimes	2	2.8
Seldom	1	1.4
Totals	70	99.9

Fourteen per cent of the participants were "always" satisfied with the selection of dresses for military social functions available to them in stores; 27.1 per cent, "usually;" 22.8 per cent, "sometimes;" 17.1 per cent, "seldom;" and 18.6 per cent "never" satisfied (Table XXIX).

In answer to the question "Are you satisfied with the selection of colors available to you in dresses for military social functions?" 18.6 per cent of the respondents indicated "always;" 40 per cent, "usually;" 22.8 per cent, "sometimes;" 10 per cent, "seldom;" and 8.6 per cent "never," as shown in Table XXIX.

In choosing a dress for a social function, 41.4 per cent of the participants were "always" concerned that the dress would not crush or wrinkle during an evening's wear. Twenty-four per cent were "usually" concerned; 10 per cent, "sometimes;" 1.4 per cent, "seldom;" and 22.8 per cent, "never," (Appendix C, page 94).

TABLE XXIX

EXPRESSED SATISFACTIONS BY 70 OFFICERS' WIVES WITH THE AVAILABLE  
SELECTIONS OF DRESSES FOR MILITARY SOCIAL FUNCTIONS

	Responses						Totals	
	Always	Usually	Sometimes	Seldom	Never	No.		
Expressed satisfactions	No.	%	No.	%	No.	%	No.	%
Selection of dresses available in stores	10	14.3	19	27.1	16	22.8	16	22.8
							12	17.1
							70	99.9
Selection of colors available in dresses in stores	13	18.6	28	40.0	16	22.8	7	10.0
							6	8.6
							70	100.0

When asked the question "Do you consider the quality of workmanship and construction when choosing a dress for a social function?" 72.8 per cent of the respondents reported "always;" 20 per cent, "usually;" and 7.1 per cent, "sometimes."

Factors considered in noting quality of workmanship and construction by the wives were: "overall" construction, 64.3 per cent; quality of adornments and trimmings, 10 per cent; if the dress is lined, 4.3 per cent; general appearance, 2.8 per cent; no particular factors, 1.4 per cent; and other, 17.1 per cent. The "other" factors considered were: shape of the garment, care instructions, cut of the dress, quality of material, and the number of loose threads (Table XXX).

In answer to the question "When choosing dresses for a military social function, which five (5) items do you believe are most important?" (Rank in order of importance, numbering 1 through 5) "suitability for occasion" was ranked as the first item of importance by 53 per cent of the participants; "improving your appearance" was ranked as the second

TABLE XXX

FACTORS CONSIDERED IN NOTING QUALITY OF WORKMANSHIP AND  
CONSTRUCTION WHEN PURCHASING A DRESS FOR A SOCIAL  
FUNCTION BY 70 OFFICERS' WIVES

Factors	Number	Percentage
"Overall" construction	45	64.3
Quality of adornments and trimmings	7	10.0
If the dress is lined	3	4.3
General appearance	2	2.8
No particular factors	1	1.4
Other	12	17.1
 Totals	70	99.9

item of importance by 21 per cent of the wives. "Being comfortable" and "improving your appearance" were ranked as the third item of importance by 16 per cent of the respondents. "Following current fashion" was ranked as the fourth item of importance by 16 per cent of the participants. "Being comfortable" was ranked as the fifth item of importance by 11 per cent of the wives (see Appendix C, pages 79-80). Ranked in order of importance from the reported percentages, the items were: first--suitability for occasion; second--improving your appearance; third--being comfortable and improving your appearance; fourth--following current fashion; and fifth--being comfortable.

Sixty-seven per cent of the participants wore a cocktail dress to the last formal military social function they attended; 15.7 per cent wore a sheath dress; 5.7 per cent, full skirt and fitted bodice; 2.8 per cent, suit; 2.8 per cent, a maternity dress; 1.4 per cent, jacket dress; and 4.3 per cent had never attended such a function. The respondents

reported the fabrics of the dresses were: brocade, velvet, lace, chiffon, taffeta, crepe and satin. Three participants had never attended a formal military social function. As to color, twenty per cent wore a green dress to the last formal military social function, a black dress, 18.5 per cent; red, 15.7 per cent; white, 12.8 per cent; blue, 12.8 per cent; beige, 5.7 per cent; green and gold, 4.3 per cent; gold, 2.8 per cent; brown, 1.4 per cent; and yellow, 1.4 per cent. The lengths of the dresses worn to the last formal military social function were: short, 90 per cent; long, 2.8 per cent; waltz length, 2.8 per cent (Appendix C, page 79).

#### Socio-Economic Factors Related to Selection of Dress

The socio-economic factors as related to dress analyzed in this study included background (size of hometown, parents' occupations, number of brothers, number of sisters), number of children, education levels of participant and of husband, rank of grade of husband, military income of husband, and other selected information.

To determine the size of their previous hometown, the participants were asked to indicate the name of the town and state where they lived as a teenager, and its population. Responses were organized into four population groups: 0 to 4,999; 5,000 to 24,999; 25,000 to 49,999; and 50,000 plus. Approximately one-fourth of the responses fell in each grouping, as shown in Table XXXI. The chi-square test of independence was computed to determine if the difference between groupings was significant at the 5 per cent level. No significant difference was found in the type of dress selected for social functions between each of the groupings

TABLE XXXI

FREQUENCY DISTRIBUTION OF SIZE OF HOMETOWN BY TYPE OF DRESS  
SELECTED BY 70 OFFICERS' WIVES

Size of Hometown	Number of wives selecting type of dress				
	Basic Number	Dressy Suit Number	Plain Sheath Number	Formal Short Number	Other Number
0 - 4,999	3	1	8	2	3
5,000 - 24,999	6	0	4	3	5
25,000 - 49,999	5	1	5	4	3
50,000 - plus	5	1	5	3	3

$$\chi^2 = 4.32 \quad d.f. \quad 12 \quad P < .97$$

according to population of hometown. Nor was a significant difference found in the location for shopping between each of the groupings according to population. Two-thirds of the participants shopped for dresses in Topeka, Kansas. When analyzed statistically, a ratio of significant difference was found however in the method of payment for dresses between each of the population groupings (Table XXXII). Wives from small hometowns utilized charge accounts more than the wives from larger hometowns.

TABLE XXXII

FREQUENCY DISTRIBUTION OF SIZE OF HOMETOWN BY METHOD OF PAYMENT  
FOR DRESSES FOR SOCIAL FUNCTIONS BY 70 OFFICERS' WIVES

Size of Hometown	Method of payment by number of wives	
	Cash	Charge
0 - 4,999	3	14
5,000 - 24,999	5	13
25,000 - 49,999	2	15
50,000 - plus	12	6

$$\chi^2 = 14.64 \quad d.f. \quad 3 \quad P < .01$$

The ten classifications of occupations established by the United States Employment Service (23) were used to classify the fathers' occupations. The largest percentage (51 per cent) of the wives' fathers' occupations were grouped as professional and managerial; 24 per cent, clerical and sales; and 24 per cent, agricultural, skilled and semi-skilled. There were only four fathers holding agricultural occupations. The occupations of the wives' fathers were found to have no significant difference in the type of dress selected for social functions.

Occupations of the participants' mothers were found to have no significant difference in the type of dress selected for social functions. The largest percentage (68 per cent) of the mothers were full-time home-makers. Of the 31 per cent holding occupations outside the home, 11 per cent held professional occupations; four per cent, managerial; and three per cent, service occupations.

The number of brothers indicated by the respondents were: none, 38 per cent; one, 38 per cent; two, 13 per cent; and three or more, 10 per cent. No significant difference was found in the type of dress selected for a social function between each of the classifications of none, one, two, three or more brothers. When classified into three groups: one, two, and three or more brothers, again the difference was not significant in the type of dress selected.

In grouping the number of sisters, the same classification as for number of brothers was used. Approximately one-third (31 per cent) of the participants indicated none; 33 per cent, one; 18 per cent, two; 17 per cent, three or more sisters. When the type of dress selected by the participants

within the classifications of none, one, two, and three or more sisters were analyzed statistically by the chi-square test, the difference was not significant. When grouped into one, two, three or more sisters, there also was no significant difference in the type of dress selected.

The wives were asked to indicate the number of children in their family. Ten per cent indicated none; 21 per cent, one; 34 per cent, two; 21 per cent, three; and 13 per cent, four or more children. Two of the wives had six children. When classified into the five groups of none, one, two, three, and four or more children, the difference was not significant in the type of dress selected for social functions by the participants. When the type of dress selected by the participants in the classifications of one, two, three, and four or more children were analyzed statistically, there was no significant difference. When the same classifications of children were used, the difference was not significant as to reasons for the type of dress selected. Statistical analysis within the classifications of none, one, two, three, and four or more children was of no significant difference in the amount paid for dresses for social functions by the wives in the fall, winter, or spring. When grouped into one, two, three, and four or more children, there also was no significant difference in the amount paid for dresses in fall, winter, and spring.

To determine the educational levels of the participants, they were asked to indicate the number of years of high school and college completed. One participant indicated she had not completed high school. One-third (33 per cent) of the respondents indicated they had not completed as much as one year of college. Seven per cent had completed one year; 20 per cent,

two years; 13 per cent, three years; and 27 per cent, four years or more. When classified into five separate groups of none, one, two, three, and four or more years of college education, the difference in the type of dress selected by the participants between classifications was not found to be significant by the chi-square test. Again no significant difference was found in the type of dress selected by the participants for social functions between classifications of none, one, two, three, and four or more years of college education. When the groupings of one, two, three, and four or more years of college education were statistically analyzed, no significant difference was found in the reasons for selecting the type of dress.

The husbands' college education was found to have no significant difference in the type of dress selected by the wife; but a ratio of significance was found in the reasons for type of dress selected by the wife between the number of years of husbands' college education (Table XXXIII). The classification of groupings for the husband's college education by number of years were: none, 11 per cent; one, six per cent; two, 28 per cent; three, eight per cent; and four or more years, 45 per cent. When analyzed statistically, two classifications were used: (1) none, one, two, three, and four or more years of college education; (2) one, two, three, and four or more years of college. All of the husbands had completed high school.

One-half of the participants (50 per cent) indicated that their husbands had "other" schooling: twenty-seven per cent had attended various military schools (no indication as to type); four per cent, Air

Force Cadet School; one per cent, bootstrap; two per cent, correspondent courses; two per cent, electronics; seven per cent, squadron officer school; two per cent, Washburn University's night school; and one per cent, aeronautical school.

Four of the classifications of rank or grade as established by the Department of Defense were represented by the respondents' husbands: lieutenant, 13 per cent; captain, 61 per cent; major, 16 per cent; and colonel, four per cent. When the respondents were classified by the ranks of their husbands, the difference in the type of dress selected for social functions between rank classification was not found to be significant by the chi-square test of independence. When the rank classifications were grouped into captains and other ranks, there also was no significant difference.

TABLE XXXIII

FREQUENCY DISTRIBUTION OF HUSBAND'S COLLEGE EDUCATION BY  
REASONS FOR SELECTED TYPE OF DRESS FOR SOCIAL  
FUNCTIONS BY 70 OFFICERS' WIVES

Husband's College Education	Reasons for selecting type of dress	
	To please husband	Other reasons*
None to three years	35	5
Four years or more	16	14
$\chi^2 = 10.13$	d.f. 1	$P < .001$
One to three years	23	4
Four years or more	16	14
$\chi^2 = 8.74$	d.f. 1	$P < .01$

\*Other reasons: to keep up with fashion, to gain favorable attention of other men, to keep within a price range, to keep in style, to satisfy self, and to build morale.

However, there was a ratio of statistical significance as to the reasons for type of dress selected by the participants for social functions between the four ranks of husbands, Table XXXIV. When analyzed by the chi-square test, the two groupings, captains and other ranks, had a ratio of statistical significance at the .10 level as to the reasons for type of dress selected for social functions, as shown in Table XXXV. No significant difference was found in the amount paid for dresses for social functions by the participants for fall and spring between the two

TABLE XXXIV

FREQUENCY DISTRIBUTION OF RANK OF HUSBAND BY REASONS FOR SELECTED TYPE OF DRESS FOR SOCIAL FUNCTIONS BY 70 OFFICERS' WIVES

Rank	Reasons for selecting type of dress	
	To please husband	Other reasons
Lieutenant	12	1
Captain	28	15
Major	11	0
Colonel	0	3

$$\chi^2 = 10.88 \quad d.f. \quad 3 \quad P < .025$$

TABLE XXXV

FREQUENCY DISTRIBUTION OF RANK, GROUPED AS CAPTAIN AND OTHER RANKS, OF HUSBANDS BY REASONS FOR SELECTED TYPE OF DRESS FOR SOCIAL FUNCTIONS BY 70 OFFICERS' WIVES

Rank	Reasons for selecting type of dress	
	To please husband	Other
Captain	28	15
Other ranks (Lieutenant, Major, and Colonel)	23	4

$$\chi^2 = 3.40 \quad d.f. \quad 1 \quad P^{**} < .10$$

\*\* nearing level of significance

groupings of husband's rank. As shown in Table XXXVI, a ratio of statistical significance existed between the amount paid for dresses for a social function by the respondents for winter in the four ranks of lieutenant, captain, major, and colonel, but no significant difference was found in the amount paid for dresses for social functions in the winter between the groupings of captain and other ranks.

TABLE XXXVI

## FREQUENCY DISTRIBUTION OF AMOUNT PAID FOR DRESSES FOR A SOCIAL FUNCTION FOR WINTER, BY RANK OF HUSBAND BY 70 OFFICERS' WIVES

Amount Paid	Rank of husband			
	Lieutenant	Captain	Major	Colonel
\$ 1 - 30	4	18	3	0
\$31 - 60	9	24	8	2
\$61 - and over	0	1	0	1

$$\chi^2 = 12.02 \quad \text{d.f.} \quad 6 \quad P < .05$$

To obtain the amount of the gross military income received by the participants' husbands on a yearly basis, the participants were asked to indicate rank and number of years of service of their husbands. From a pay and allowances chart for members of the Armed Forces produced by the Department of Defense, each yearly military income was computed. The military income on a yearly basis was divided into three groups: \$6,000 to \$8,999; \$9,000 to \$9,999; \$10,000 and over. Eighteen per cent of the husbands received \$6,000 to \$8,999 military income yearly; 46 per cent, \$9,000 to \$9,999; and 36 per cent, \$10,000 and over. No significant difference was found in the type of dress selected by the participants for

social functions between each of the groupings of yearly military income. As shown in Table XXXVII, no significant difference was found in the amount paid for dresses by the respondents for social functions in fall or spring between the three groupings of yearly income. The ratio of difference in the amount paid for dresses for social functions in the winter between the three groupings of income was found to be statistically significant at the 5 per cent level by the chi-square test, as seen in Table XXXVII. This indicated that the participants paid more for their dresses in the winter and that the participants from the highest income group paid more for their dresses.

Occupations of the participants within the last five years were: homemaker, 64 per cent; professional occupations, 14 per cent; clerical occupations, 12 per cent; sales occupations, 2.8 per cent; medical assistants, 2.8 per cent; model, 1.4 per cent; and college student, 1.4 per cent.

To determine the age range, the respondents were asked to check their age group. In the age group of 21 to 25 years there were 24 respondents; 26 to 30 years, 17; 31 to 35 years, 14; 36 to 40 years, 14; and 41 years and over, one.

The participants were asked to indicate activities in which they participated. These activities were grouped into four groups: religious, military social, civic, and social services. The religious activities were: church women's group, 16 per cent of the participants participated; religious instructors, two per cent; and church choir, two per cent.

TABLE XXXVII

FREQUENCY DISTRIBUTION OF AMOUNT PAID FOR A DRESS BY 70  
 OFFICERS' WIVES FOR A SOCIAL FUNCTION FOR FALL,  
 WINTER, AND SPRING BY YEARLY MILITARY INCOME

Yearly military income by number of wives			
Amount paid in fall	\$6,000 to \$8,999	\$9,000 to \$9,999	\$10,000 and over

\$ 1 - 30	9	16	8
\$31 - 60	4	16	15
\$61 and over	0	0	2

$$\chi^2 = 6.54 \quad d.f. \quad 4 \quad P^* < .20$$

\*was not considered significant

Amount paid in winter

\$ 1 - 30	4	17	4
\$31 - 60	9	15	19
\$61 and over	0	0	2

$$\chi^2 = 10.03 \quad d.f. \quad 4 \quad P < .05$$

Amount paid in spring

\$ 1 - 30	10	21	14
\$31 - 60	3	11	10
\$61 and over	0	0	1

$$\chi^2 = 3.08 \quad d.f. \quad 4 \quad P^* < .50$$

\*was not considered significant

Forty-one of the wives did not respond. The military social activities were: Officers' Wives Club, 18 per cent; Officers' Wives Bridge Club, 4.3 per cent; and an officer of the Officers' Wives Club, 1.4 per cent. No response was given by 55 wives. Civic services in which 74 per cent of the respondents participated were: Parents and Teachers' Association, 33 per cent; civic newcomer clubs, 23 per cent; theater, 18 per cent;

Junior League, 1.4 per cent; and the Daughters of the American Revolution, 1.4 per cent. The social services were: Grey Lady, 11 per cent; family services, 4.3 per cent; sorority alumnae, 2.8 per cent; scouts, 1.4 per cent; base nursery, 1.4 per cent; and controlled Reading Clinic, 1.4 per cent.

Oddly enough as indicated by the wives, other activities in which they were interested and hobbies were similar in listing. Three interesting activities listed in "other" were: Femme Forum (an organized group that helps officers' wives to learn to conduct meetings and present information to a group), Remedial Reading, and Retarded Children's Organization. Hobbies were not listed by 54 per cent of the participants. Some of the hobbies listed with the largest percentages given were: sewing, 20 per cent; reading, 12.8 per cent; bridge, 17.1 per cent; music, 12.8 per cent; arts and crafts, 40 per cent; and cooking, 7.1 per cent. The most unusual hobby listed was the raising of Tropical Fish.

## CHAPTER V

### SUMMARY AND RECOMMENDATIONS

In America the present dress is casual, therefore, formal dress is less significant today than in the past. This study sought to determine the extent to which socio-economic factors were related to the selection of dress for military social functions by Air Force Officers' wives of Forbes Air Force Base, Topeka, Kansas. The purposes of this study were to determine the relationship between selection of dress and the socio-economic status of Air Force Officers' wives, to identify some of the problems encountered by Air Force Officers' wives in selecting dresses for military social functions, and to ascertain some of the satisfactions and dissatisfactions of Air Force Officers' wives toward market offerings. To secure this information, two schedules were administered to 70 Air Force Officers' wives in Topeka during the winter of 1962-63.

Family or personal clothing budgets were not used by the largest percentage of participants. Clothing was purchased when the need arose, when seasonal additions to the wardrobe were needed, when no suitable garment was on hand and for morale building. Two-thirds of the participants reported they allotted their family's clothing expenditure on a yearly basis and the amount estimated ranged from \$100 to \$900. Three-fourths of the participants reported that they allotted their personal clothing expenditure on a yearly basis, and the amount ranged from \$100 to \$300.

Most of the wives shopped alone for dresses for social functions. A plain sheath, basic dress, short formal, dressy suit, street dress, long sheath formal, and cocktail dress were the types of dresses preferred by the respondents. The type of dress worn by 87 per cent of the participants to a formal military social function was a short formal.

Prices paid by the wives for dresses for social functions in the winter were larger than prices paid in fall and spring.

To please their husbands was reported as the most prevalent reason for selecting the type of dress worn to military social functions. Only 4.3 per cent of the participants considered husband's approval in selecting what to wear to a military social function when he was required to wear formal dress.

Dresses worn by participants ranged in sizes from 5's to 18's. More of the wives selected "misses" as the size classification than any other classification. The most prevalent reason given for the preferred classification was fit.

Most of the wives selected their dresses independent of others. A majority of the participants purchased their dresses ready-to-wear. The same percentage of the wives made all of their dresses, as had all of their dresses made. The general reason was dissatisfaction with available selections in stores.

Fabrics preferred in dresses for social functions were similar for fall, winter, and spring. Numerous responses named fibers rather than a preferred fabric. They apparently could not differentiate between a fiber and a fabric.

Various colors were preferred by the participants, but black was the color most often chosen when purchasing dresses for social functions. More wives preferred medium tones of color than light or dark tones.

The majority of respondents preferred fabric of a solid color for a dress for social functions. The general reason was solids are classic, flattering, becoming, and versatile.

Two-thirds of the participants preferred a short sheath dress for social functions.

Most of the wives reported they were dressed for military social functions as well as the average officer's wife.

One-third of the participants reported that they were self-conscious of what they wore for military social functions. "Dissatisfied with appearance" was the most prevalent reason given for being self-conscious. The majority of the wives believed that: others can judge your personality by what you are wearing, attractive clothing is important in securing social recognition from other women and from men, conformity in dress is an important factor in being accepted by a group, and it is important to be fashionably dressed.

However, recent high fashion trends particularly French and Italian, were not considered by the largest percentage of respondents. The amount of money required to care for the dress properly was considered by only one-third of the participants.

Two-thirds of the wives indicated that they shopped in Topeka, and approximately one-half shopped in small specialty dress shops.

Most of the wives were satisfied with their looks during the evening, and they were aware that they looked well in what they wore on the last occasion. The largest percentage of participants evaluated the dress they wore to the last military social function as "average."

The majority of respondents were satisfied with the dresses worn for military social functions, and they were also satisfied with the fit and color of the dresses available in stores. The wives were dissatisfied however, with the available selection of dresses in the local market.

Three-fourths of the participants reported that they "always" considered the quality of workmanship and construction when purchasing a dress for a social function.

Rank of husband and the amount of military income were found to be related to the amount paid by the wives for dresses for social functions in the winter.

The population of the hometown was found to be related to the method of payment used in purchasing dresses for social functions. Wives from small hometowns utilized charge accounts more than wives from larger hometowns.

Husband's college education and rank of husband were found to be related to the reasons for the type of dress selected for social functions. The wives whose husbands had fewer years of education, that is none to three years of college, and the wives of husbands holding lower ranks usually selected the type of dress they did to please their husbands; whereas wives whose husbands had four years or more of college education

and higher military rank selected theirs for other reasons.

On the basis of the information obtained:

1. Clothing purchases usually were made as the need arose rather than as a result of a clothing budget.
2. Strictly formal dress was not worn by the Air Force Officers' wives to military social functions. The short formal, sheath, and cocktail dress was worn for the formal wear.
3. The wives paid more for their dresses for social functions in the winter than in the fall and spring, and the higher ranked officers' wives paid more for their dresses than those of lower rank.
4. Nearly three-fourths of the participants purchased their dresses ready-to-wear. The participants that did not were dissatisfied with available selections of dresses in stores.
5. A majority of the wives selected the dresses they did to please their husbands.
6. Wives of Air Force Officers display less formality in dress than their husbands.

Since the sample of this study was small, the writer feels that a more extensive study could be conducted by using a sample consisting of all officers' wives located at one Air Force Base. A study including other clothing could be made for a more comprehensive view of the officers' wives' selection of clothing. Studies could be made in other geographical areas of the country and in other branches of the armed services.

Another investigation for comparison with this study might concern dress selection by noncommissioned officers' wives for military social functions.

A further investigation of the problems related to the selection of dresses available in stores for social functions could be made.

After July 1, 1963, when the officers' requirement of a Mess Dress Uniform is met, a follow-up study could be made to investigate the type of dress worn by the wives to formal military social functions with their husbands in formal dress.

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APPENDIX

## APPENDIX A

## SCHEDULE I

## INSTRUCTIONS

You have been selected as a participant in a study concerning the clothing problems of Air Force officers' wives.

The following schedule is concerned with facts which will contribute to my research. Please consider the questions seriously and answer as frankly as you are able. Answer every question. If you are not sure, guess. Your answers on this questionnaire will be confidential.

When the research is completed, a summary of the findings will be disclosed to you.

## SCHEDULE I

1. What sources or media influence your ideas of fashion? (Check the most important one).

<input type="checkbox"/> Magazines	<input type="checkbox"/> Television
<input type="checkbox"/> Newspapers	<input type="checkbox"/> Movies
<input type="checkbox"/> Store Displays	<input type="checkbox"/> Fashion Shows
<input type="checkbox"/> Clothing Courses	<input type="checkbox"/> Friends
<input type="checkbox"/> Other (Specify) _____	

2. When choosing dresses for a military social function, which five (5) items do you believe are most important? (Rank in order of importance, numbering 1 through 5).

<input type="checkbox"/> Price	<input type="checkbox"/> Color of garment
<input type="checkbox"/> Brand	<input type="checkbox"/> Fabric of garment
<input type="checkbox"/> High fashion	<input type="checkbox"/> Ease of care of garment
<input type="checkbox"/> Suitability for occasion	<input type="checkbox"/> Durability
<input type="checkbox"/> Suitability for other occasions	<input type="checkbox"/> Informative label
<input type="checkbox"/> Expressing yourself	<input type="checkbox"/> Being comfortable
<input type="checkbox"/> Saving money	<input type="checkbox"/> Satisfying yourself
<input type="checkbox"/> Gaining approval of others	<input type="checkbox"/> Improving your appearance
<input type="checkbox"/> Following current fashion	
<input type="checkbox"/> Other (specify) _____	

3. Do you have a clothing budget?  Yes or  No.

4. If answer is no, explain method used in determining need for the purchasing of clothing?

5. What is the approximate amount of your family's clothing expenditure?

                

6. Is the amount allotted per month        or per year       ?

7. What is the approximate amount of your clothing expenditure?       

8. Is the amount allotted per month        or per year       ?

9. Where do you shop for dresses?

       Topeka

       Large town nearby base

       Previous hometown

       Large town nearby

       Small town nearby base

       Other (specify)       

10. In what type of store do you shop for dresses for a military social function? (Check your answer)

       Large department store

       Discount store

       Medium size department store

       Wholesale

       Small speciality dress shop

       Mail order

       Exclusive dress shop

       Other (specify)       

11. Why do you prefer this type of store? Is it because of:

       Price

       Quality

       Personal service of clerks

       Variety

       Lay out of store

       Better selection

       Other (specify)       

12. Method of purchasing: (Check your answer).

       You do the shopping personally        Through a personal shopper

       Order by mail        Telephone shopping

       Other (specify)       

13. Method of payment:

       Charge account

       Cash Payment

14. Who goes shopping with you? (Check your answer).

<input type="checkbox"/> Husband	<input type="checkbox"/> Female companion
<input type="checkbox"/> Parent	<input type="checkbox"/> Your children
<input type="checkbox"/> Other relative	<input type="checkbox"/> No one

15. For what reasons, other than you like them, do you select the types of dresses you wear to military social functions?

<input type="checkbox"/> To please husband	<input type="checkbox"/> To gain favorable attention of other men
<input type="checkbox"/> To please other women	<input type="checkbox"/> To please your daughter or son
<input type="checkbox"/> To follow examples of superiors	<input type="checkbox"/> To keep within a price range
<input type="checkbox"/> To keep up with fashion	<input type="checkbox"/> To keep in style
<input type="checkbox"/> Other (specify) _____	

16. What type of dress do you select for military social functions?

<input type="checkbox"/> Skirt and sweater	<input type="checkbox"/> Plain sheath (short)
<input type="checkbox"/> Street dress	<input type="checkbox"/> Formal short
<input type="checkbox"/> Basic dress	<input type="checkbox"/> Formal long (flare or full skirt)
<input type="checkbox"/> Dressy suit	<input type="checkbox"/> Formal long sheath
<input type="checkbox"/> Other (specify) _____	

NAME \_\_\_\_\_

Are you presently employed \_\_\_\_\_, If so what is your present position? \_\_\_\_\_

Occupation within last five years \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Check your age group:

16-20 \_\_\_\_\_ 21-25 \_\_\_\_\_ 26-30 \_\_\_\_\_ 31-35 \_\_\_\_\_

36-40 \_\_\_\_\_ 41-45 \_\_\_\_\_ 46-50 \_\_\_\_\_ 51 and over \_\_\_\_\_

Name of town and state you lived in as a teenager \_\_\_\_\_

Population \_\_\_\_\_

Parents' Occupations:

Father \_\_\_\_\_

Mother \_\_\_\_\_

Number of brothers and sisters:

Brothers \_\_\_\_\_ Sisters \_\_\_\_\_

Your education: Circle number of years of schooling.

High School 1 2 3 4 College 1 2 3 4 5 6 7 8

Husband's name \_\_\_\_\_

Rank \_\_\_\_\_

Number of years in service \_\_\_\_\_

Husband's education: Circle number of years of schooling.

High School 1 2 3 4 College 1 2 3 4 5 6 7 8

Other Schooling (Husband's) \_\_\_\_\_

Indicate number of children:

Preschool \_\_\_\_\_ In Kindergarten \_\_\_\_\_ In Grade School \_\_\_\_\_

In Junior High School \_\_\_\_\_ In High School \_\_\_\_\_ In College \_\_\_\_\_

Activities you participate in:

---

---

Other activities you are interested in:

---

---

Your hobbies are:

---

---

To gain further information as to your ideas of clothing selection, I would like to have a personal interview with you in your home. Indicate the most convenient time for the interview. Day of week preferred \_\_\_\_.

Morning:

9:30-10:00 \_\_\_\_  
10:00-10:30 \_\_\_\_  
10:30-11:00 \_\_\_\_  
11:00-11:30 \_\_\_\_

Afternoon:

2:00-2:30 \_\_\_\_  
2:30-3:00 \_\_\_\_  
3:00-3:30 \_\_\_\_  
4:00-4:30 \_\_\_\_

Other meeting place and hour (specify) \_\_\_\_\_

Thank you for your cooperation.

(Mrs.) Alene Andrijeski

## APPENDIX B

## SCHEDULE II

Code Number \_\_\_\_\_

1. What did you wear to the last formal military social function you attended? Describe briefly.
2. What do you consider important in selecting what to wear to a social function, when your husband is required to wear formal dress? Explain
3. When you go to a formal party, what type of dress do you wear?

Skirt and sweater       Plain sheath (short)

Street dress       Formal short

Basic dress       Formal long (Flare or full skirt)

Dressy Suit       Formal long sheath

Other (specify) \_\_\_\_\_

4. When you attend a military social function and join a group, are you satisfied with your looks during the evening?

Usually

Seldom

Never

5. How do you think that what you wore on the last occasion affected your enjoyment of the evening?

You were not satisfied with what you wore and felt ill-at-ease.

You felt that your costume was non-descript and it made you feel uninteresting.

Your clothes were not physically comfortable and hampered your activity.

You were aware that you looked very well and it gave you self-confidence.

Other (specify) \_\_\_\_\_

6. Evaluate the dress you wore to the last military social function.  
Was it:

Above Average	Average	Below Average	
_____	_____	_____	Becoming in color?
_____	_____	_____	Appropriate for occasion?
_____	_____	_____	Of good quality and construction?
_____	_____	_____	Of good fit?
_____	_____	_____	Becoming in style?
_____	_____	_____	Like others in group?
_____	_____	_____	Clean and pressed?

7. \_\_\_\_\_ Size of dress you wear.

8. Classification of dress size:

_____ Misses	_____ Junior	_____ Petite	_____ Half sizes	_____ Women
--------------	--------------	--------------	------------------	-------------

9. Why do you prefer the selected dress size classification?

10. Who helps you select your dress?

_____ Sales clerk	_____ Husband
_____ Female companion	_____ Your children
_____ Dressmaker	_____ Other relative
_____ No one	

11. Are your dresses worn to military social functions ready-to-wear?

\_\_\_\_\_ Yes or \_\_\_\_\_ No.

12. Do you make all \_\_\_\_\_, some \_\_\_\_\_, or none \_\_\_\_\_ of your dresses for military social functions?

13. Why do you make (all or some) of your dresses?

14. Do you have a dressmaker make all \_\_\_\_\_, some \_\_\_\_\_, or none \_\_\_\_\_ of your dresses for military social functions?

15. Why do you have a dressmaker make (all or some) of your dresses?

16. What do you consider is most important when purchasing a dress for a social function?

17. What is the approximate amount you pay when purchasing a dress for a social function? Please note the amount for fall, winter and spring.

F	W	S	Amount \$	F	W	S	Amount \$
—	—	—	1-10	—	—	—	51-60
—	—	—	11-20	—	—	—	61-70
—	—	—	21-30	—	—	—	71-80
—	—	—	31-40	—	—	—	81-90
—	—	—	41-50	—	—	—	91 and over

18. What fabric do you prefer in your dress for a social function?

F	W	S	F	W	S	
—	—	—	Crepe	—	—	Faille
—	—	—	Jersey	—	—	Broadcloth
—	—	—	Taffeta	—	—	Chiffon
—	—	—	Brocade	—	—	Lace
—	—	—	Other (specify)	—	—	_____

19. What color do you prefer?

— Red	— Orange
— Red-violet	— Purple
— Red-orange	— Green
— Yellow	— Blue
— Yellow-orange	— Blue-green
— Yellow-green	— Blue-violet
— Other(specify)	_____

20. What color do you most often choose when purchasing a dress for a social function? \_\_\_\_\_

21. Do you prefer light \_\_\_\_\_, Medium, \_\_\_\_\_, or dark \_\_\_\_\_ tones?

22. Do you prefer soft \_\_\_\_\_ or brilliant \_\_\_\_\_ tones of color?

23. Do you usually prefer fabric of a solid color or printed pattern for a social function? Explain.

24. Which dress design do you prefer in a dress for social functions?

\_\_\_\_\_ Two-piece dress                          \_\_\_\_\_ Jacket dress  
\_\_\_\_\_ Shirtwaist                                \_\_\_\_\_ Princess  
\_\_\_\_\_ Sheath                                     \_\_\_\_\_ Other \_\_\_\_\_

25. Why do you prefer this type of dress?

26. Do you feel you are well dressed for military social functions?

\_\_\_\_\_ Extremely well  
\_\_\_\_\_ Better than average for an officer's wife  
\_\_\_\_\_ About as well as the average officer's wife  
\_\_\_\_\_ Poorer than the average officer's wife  
\_\_\_\_\_ Extremely poorly dressed

27. Are you usually satisfied with your dresses you have chosen for military social functions?

\_\_\_\_\_ Yes                                        \_\_\_\_\_ No

28. Why are you not satisfied with the dresses? Is it because:

\_\_\_\_\_ You have chosen unwisely?  
\_\_\_\_\_ You do not have the time to plan and shop for the best buys for you?  
\_\_\_\_\_ The dress requires too much time for proper care?  
\_\_\_\_\_ You are not interested in clothing enough to spend the time and money for it?

You do not have enough money to spend on clothes?

       Other (specify) \_\_\_\_\_

       Other \_\_\_\_\_

29. Do you notice the dresses that other people are wearing?        Yes

       No. If so, what is it that you notice?

       General impression        Color

       Quality of construction        Fit

       Fabric        Silhouette

       Construction details        Other \_\_\_\_\_

30. Are you self-conscious of what you are wearing for military social functions?

       Always        Usually        Sometimes        Seldom        Never

31. Why are you self-conscious of what you are wearing?

32. Are you satisfied with the fit of your dresses you have chosen for the social occasions?

       Always        Usually        Sometimes        Seldom        Never

33. Are you satisfied with the selection of dresses available to you in stores for military social functions?

       Always        Usually        Sometimes        Seldom        Never

34. Are you satisfied with the selection of colors available to you in dresses for military social functions?

       Always        Usually        Sometimes        Seldom        Never

35. Do you believe that others can judge your personality by what you are wearing?

       Always        Usually        Sometimes        Seldom        Never

36. Do you believe that attractive clothing is important in securing social recognition from other women? From men?

_____	Always
_____	Usually
_____	Sometimes
_____	Seldom
_____	Never

37. Do you believe that conformity in dress is an important factor in being accepted by a group?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

38. Do you believe that it is important to be fashionably dressed?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

39. Do you believe that it is necessary to spend a great deal of money to dress well?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

40. Do you consider the recent high fashion trends (New York, Paris, Italy, and California) when selecting a style?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

41. Do you consider the amount of money required to care for the dress properly before purchasing it?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

42. Do you select dresses that can be used in a number of combinations for different occasions?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

43. Do you select a style that can be used for many occasions?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

44. In choosing a dress for a social function are you concerned that your dress does not crush or wrinkle during an evening's wear?

\_\_\_\_\_ Always    \_\_\_\_\_ Usually    \_\_\_\_\_ Sometimes    \_\_\_\_\_ Seldom    \_\_\_\_\_ Never

45. Do you consider the quality of workmanship and construction when choosing a dress for a social function?

Always    Usually    Sometimes    Seldom    Never

46. What factors do you consider in noting quality? Explain briefly?

## APPENDIX C

## PERCENTAGE DISTRIBUTION OF WIVES' RESPONSES TO QUESTIONNAIRE

Question	Response	Percentage
What sources or media influence your ideas of fashion?	Magazines	60.0
	Newspapers	5.7
	Store Displays	12.8
	Clothing Courses	1.4
	Television	2.8
	Movies	0.0
	Fashion Shows	7.1
	Friends	2.8
	Other	7.1
When choosing dresses for a military social function, which five (5) items do you believe are most important? (Rank in order of importance, numbering 1 through 5)	<u>First</u>	
	Price	7.14
	High fashion	2.85
	Suitability for occasion	58.57
	Suitability for other occasions	7.15
	Expressing yourself	1.42
	Following current fashion	1.42
	Durability	1.42
	Being comfortable	5.71
	Satisfying yourself	5.71
	Improving your appearance	8.57
	<u>Second</u>	
	Price	5.71
	Brand	1.42
	Suitability for occasion	15.70
	Suitability for other occasions	11.42
	Expressing yourself	7.14
	Following current fashion	2.85
	Color of garment	7.14
	Durability	3.85
	Informative label	1.42
	Being comfortable	10.00
	Satisfying yourself	11.42
	Improving your appearance	21.42
	Other	1.42

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
<u>Third</u>		
<u>Price</u>		11.42
Suitability for occasion		5.71
Suitability for other occasions		5.71
Expressing yourself		4.28
Saving money		1.42
Gaining approval of others		2.85
Color of garment		14.28
Fabric of garment		4.28
Ease of care of garment		4.28
Being comfortable		15.70
Satisfying yourself		10.00
Improving your appearance		15.70
Other		4.28
<u>Fourth</u>		
<u>Price</u>		7.14
High fashion		1.42
Suitability for occasion		4.28
Suitability for other occasions		11.42
Expressing yourself		4.28
Saving money		1.42
Gaining approval of others		2.85
Following current fashion		15.70
Color of garment		12.85
Fabric of garment		5.71
Ease of care of garment		7.14
Durability		7.14
Being comfortable		5.71
Satisfying yourself		4.28
Improving your appearance		8.57
<u>Fifth</u>		
<u>Price</u>		10.00
Brand		1.42
Suitability for occasion		1.42
Suitability for other occasions		10.00
Expressing yourself		8.57
Saving money		2.85
Gaining approval of others		2.85
Following current fashion		7.14
Color of garment		5.71
Fabric of garment		4.28
Ease of care of garment		10.00
Durability		8.57

Question	Response	Percentage
	Being comfortable	11.42
	Satisfying yourself	8.57
	Improving your appearance	5.71
	Other	1.42
Do you have a clothing budget?	Yes	10.00
	No	90.00
If answer is no, explain method used in determining need for the purchasing of clothing?	Need	38.6
	Occasion	18.6
	Pregnant	2.8
	Season survey	8.6
	Need and morale	2.8
	No suitable garment	2.8
	No answer	15.7
What is the approximate amount of your family's clothing expenditure?	\$100	12.8
	\$200	5.7
	\$300	11.4
	\$400	17.1
	\$500	11.4
	\$600	7.1
	\$800	10.0
	\$900	2.8
	No answer	21.4
Is the amount allotted per month or per year?	Per month	14.3
	Per year	64.3
	No answer	21.4
What is the approximate amount of your clothing expenditure?	\$100	15.7
	\$200	40.0
	\$300	12.8
	\$400	5.7
	\$600	2.8
	\$800	1.4
	No answer	21.4

Question	Response	Percentage
Is the amount allotted per month or per year?	Per month Per year No answer	2.8 75.7 21.4
Where do you shop for dresses?	Topeka Large town nearby base Small town nearby base Previous hometown Large town nearby hometown Other	68.6 2.8 0.0 10.0 10.0 8.6
In what type of store do you shop for dresses for a military social function?	Large department store Medium size department store Small specialty dress shop Exclusive dress shop Discount store Wholesale Mail order Other	30.0 11.4 42.8 5.7 0.0 0.0 0.0 10.0
Why do you prefer this type of store? Is it because of:	Price Personal service of clerks Lay out of store Quality Variety Better selection Other	5.7 10.0 0.0 12.3 15.7 41.4 14.3
Method of Purchasing:	You do the shopping personally Order by mail Through a personal shopper Telephone shopping Other	98.6 1.4 0.0 0.0 0.0
Method of payment:	Charge account Cash Payment	31.4 68.6
Who goes shopping with you?	Husband Parent Other relative Female companion Your children No one	28.6 00.0 00.0 21.4 1.4 48.6

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
For what reasons, other than you like them, do you select the types of dresses you wear to military social functions?	To please husband To please other women To follow examples of superiors To keep up with fashion To gain favorable attention of other men To please your daughter or son To keep within a price range To keep in style Other	74.3 00.0 00.0 2.8 1.4 0.0 7.1 5.7 8.6
What type of dress do you select for military social functions	Skirt and sweater Street dress Basic dress Dressy suit Plain sheath Formal short Formal long sheath Other	0.0 1.4 27.1 4.3 31.4 17.1 1.4 17.1
What did you wear to the last formal military social function you attended?	Type: Cocktail Suit Full skirt and fitted bodice Sheath Maternity Jacket dress No answer*	67.1 2.8 5.7 15.7 2.8 1.4 4.3
	Material: Linen Brocade Wool Taffeta Silk Chiffon	4.3 21.4 4.3 11.4 15.7 12.8

\*Three participants had never been to a formal military social function.

Question	Response	Percentage
	Velvet	20.0
	Crepe	4.3
	Lace	18.6
	Satin	1.4
	No answer*	4.3
	Color:	
	White	12.8
	Beige	5.7
	Brown	1.4
	Green and Gold	4.3
	Red	15.7
	Blue	12.8
	Green	20.0
	Gold	2.8
	Black	18.6
	Yellow	1.4
	No answer*	4.3
	Length:	
	Short	90.0
	Long	2.8
	Waltz length	2.8
	No answer*	4.3
What do you consider important in selecting what to wear to a social function, when your husband is required to wear formal dress?	Occasion	8.6
	Dress formal too	14.3
	Dress in a dressy cocktail dress	22.8
	Trend	5.7
	Husband's approval	4.3
	Appropriate	12.8
	Have on hand	12.8
	Other	18.6
When you go to a formal party, what type of dress do you wear?	Skirt and sweater	00.0
	Street dress	00.0
	Basic dress	00.0
	Dressy suit	00.0
	Plain sheath (short)	4.3
	Formal short	87.1
	Formal long (flare or full skirt)	00.0
	Formal long sheath	5.7
	Other	2.8

\*Three participants had never been to a formal military social function.

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
When you attend a military social function and join a group, are you satisfied with your looks during the evening?	Usually Seldom Never	94.3 5.7 00.0
How do you think that what you wore on the last occasion affected your enjoyment of the evening?	You were not satisfied with what you wore and felt ill-at-ease. You felt that your costume was non-descript and it made you feel uninteresting. Your clothes were not physically comfortable and hampered your activity. You were aware that you looked very well and it gave you self-confidence. Other	2.8 0.0 2.8 82.8 11.4
Evaluate the dress you wore to the last military social function.		
Was it:		
Becoming in color?	Above average Average Below average	44.3 54.3 1.4
Appropriate for occasion?	Above average Average Below average	40.0 58.6 1.4
Of good quality and construction?	Above average Average Below average	55.7 44.3 00.0
Of good fit?	Above average Average Below average	55.7 40.0 4.3
Becoming in style?	Above average Average Below average	48.6 48.6 2.8

Question	Response	Percentage
Like others in group?	Above average Average Below average	27.1 72.8 00.0
Cleaned and pressed?	Above average Average Below average	72.8 27.1 00.0
Size of Dress:	5 7 8 9 10 11 12 13 14 16 18	7.1 7.1 4.3 11.4 21.4 7.1 22.8 2.8 7.1 7.1 1.4
Classification of dress size:	Misses Junior Petite Half sizes Women Tall Diminutive	58.6 30.0 7.1 00.0 1.4 1.4 1.4
Why do you prefer the selected dress size classification?	Fit Right waist length Figure problems Height Better selection Youthful appearance	58.6 18.6 15.7 4.3 1.4 1.4
Who helps you select your dress?	Sales clerk Female companion Dressmaker Husband Your children Other relative No one	2.8 4.3 1.4 20.0 00.0 2.8 68.6
Are your dresses worn to military social functions ready-to-wear?	Yes No	74.8 25.7

Question	Response	Percentage
Do you make all, some, or none of your dresses for military social functions?	All Some None	5.7 38.6 55.7
Why do you make <u>all</u> or <u>some</u> of your dresses?	Like to sew Economical Dissatisfied with store selections Satisfaction of accomplishment Get a better fit and quality Had the time and material Individuality No answer	15.7 7.1 5.7 5.7 5.7 2.8 1.4 55.7
Do you have a dressmaker make <u>all</u> , <u>some</u> , or <u>none</u> of your dresses for military social functions?	All Some None	5.7 30.0 64.3
Why do you have a dressmaker make <u>all</u> or <u>some</u> of your dresses?	Better workmanship Economy She is a friend Better fit My husband purchases the material Selection of material Individuality Gifts Lack of time No answer	5.7 1.4 1.4 5.7 5.7 4.3 2.8 4.3 4.3 64.3
What do you consider is most important when purchasing a dress for a social function?	Appropriate for the occasion Color, price, and quality Versatility To please husband Fit Style	37.1 15.7 12.8 5.7 8.6 7.1

Question	Response	Percentage
	To please myself	7.1
	Season	2.8
	Other	2.8
What is the approximate amount you pay when purchasing a dress for a social function?		
	Fall:	
	\$ 1-10	1.4
	11-20	2.8
	21-30	42.8
	31-40	32.8
	41-50	15.7
	51-60	1.4
	91 and over	2.8
	Winter:	
	\$11-20	1.4
	21-30	34.3
	31-40	41.4
	41-50	18.6
	51-60	1.4
	91 and over	2.8
	Spring:	
	\$ 1-10	1.4
	11-20	11.4
	21-30	51.4
	31-40	28.6
	41-50	5.7
	91 and over	1.4
What fabric do you prefer in your dress for a social function?		
	Fall:	
	Crepe	10.0
	Jersey	8.6
	Taffeta	10.0
	Brocade	24.3
	Faille	2.8
	Chiffon	8.6
	Lace	1.4
	Other	34.3
	Winter:	
	Crepe	4.3
	Jersey	8.6
	Taffeta	5.7
	Brocade	22.8

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
	Chiffon	10.0
	Lace	2.8
	Other	45.7
	Spring:	
	Crepe	5.7
	Taffeta	1.4
	Brocade	4.3
	Broadcloth	1.4
	Chiffon	17.1
	Lace	5.7
	Other	64.3
What color do you prefer?	Red	12.8
	Yellow	1.4
	Green	15.7
	Blue	31.4
	Other	38.6
What color do you most often choose when purchasing a dress for a social function?	Red	8.6
	Yellow	1.4
	Orange	1.4
	Green	10.0
	Blue	24.3
	Brown	8.6
	White	7.1
	Black	32.3
	Pink	1.4
	No particular color	4.3
Do you prefer light, medium, or dark tones?	Light	22.8
	Medium	61.4
	Dark	15.7
Do you prefer soft or brilliant tones of color?	Soft	68.6
	Brilliant	31.4
Do you usually prefer fabric of a solid color or printed pattern for a social function?	Solid color	94.3
	Printed pattern	2.8
	No preference	2.8

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
Reasons for preference:		
	Size	10.0
	Height	10.0
	Classic	18.6
	Flattering	12.8
	Becoming	12.8
	I like solids	14.3
	Prints are gaudy	1.4
	Don't like prints	5.7
	Don't know	4.3
	Other	10.0
Which dress design do you prefer in a dress for social functions?		
	Two-piece	2.8
	Shirtwaist	4.3
	Sheath	65.7
	Jacket dress	11.4
	Princess	4.3
	Other	11.4
Why do you prefer this type of dress?		
	Occasion	1.4
	Becoming	40.0
	Fit	4.3
	Versatile	10.0
	Husband's preference	5.7
	Comfortable	20.0
	My preference	4.3
	Height	7.1
	Don't know	1.4
	Other	5.7
Do you feel that you are well dressed for military social functions?		
	Extremely well	00.0
	Better than average for an officer's wife	18.6
	About as well as the average officer's wife	81.4
	Poorer than the average officer's wife	00.0
	Extremely poorly dressed	00.0
Are you usually satisfied with your dresses you have chosen for military social functions?		
	Yes	94.3
	No	5.7

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
Why are you not satisfied with your dresses? Is it because:	You do not have the time to plan and shop for the best buys for you? Other	1.4 4.3
Do you notice the dresses that other people are wearing?	Yes No	100.0 00.0
What is it that you notice?	General impression Quality of construction Fabric Construction details Color Fit Silhouette Other	34.3 00.0 5.7 00.0 12.8 11.4 2.8 32.8
Are you self-conscious of what you are wearing for military social functions?	Always Usually Sometimes Seldom Never	7.1 2.8 18.6 5.7 65.7
Why are you self-conscious of what you are wearing?	Depends on mood Posture Poor fit Dissatisfaction with her own appearance Height Observation by others Other	2.8 2.8 5.7 8.6 1.4 7.1 5.7
Are you satisfied with the fit of your dresses you have chosen for the social occasions?	Always Usually Sometimes Seldom Never	54.3 41.4 2.8 1.4 00.0

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
Are you satisfied with the selection of dresses available to you in stores for military social functions?	Always Usually Sometimes Seldom Never	14.3 27.1 22.8 17.1 18.6
Are you satisfied with the selection of colors available to you in dresses for military social functions?	Always Usually Sometimes Seldom Never	18.6 40.0 22.8 10.0 8.6
Do you believe that others can judge your personality by what you are wearing?	Always Usually Sometimes Seldom Never	18.6 32.8 30.0 00.0 18.6
Do you believe that attractive clothing is important in securing social recognition from other women?	Always Usually Sometimes Seldom Never	34.3 22.8 17.1 8.6 17.1
From men?	Always Usually Sometimes Seldom Never	22.8 31.4 21.4 5.7 18.6
Do you believe that conformity in dress is an important factor in being accepted by a group?	Always Usually Sometimes Seldom Never	8.6 21.4 15.7 8.6 45.7

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
Do you believe that it is important to be fashionably dressed?	Always Usually Sometimes Seldom Never	37.1 34.3 14.3 1.4 12.8
Do you believe that it is necessary to spend a great deal of money to dress well?	Always Usually Sometimes Seldom Never	1.4 0.0 11.4 10.0 77.1
Do you consider the recent high fashion trends (New York, Paris, Italy, and California) when selecting a style?	Always Usually Sometimes Seldom Never	5.7 5.7 31.4 11.4 45.7
<u>Do you consider the amount of money required to care for the dress properly before purchasing it?</u>	Always Usually Sometimes Seldom Never	32.8 24.3 7.1 5.7 30.0
Do you select dresses that can be used in a number of combinations for different occasions?	Always Usually Sometimes Seldom Never	47.1 20.0 18.6 4.3 10.0
Do you select a style that can be used for many occasions?	Always Usually Sometimes Seldom Never	55.7 30.0 11.4 0.0 2.8

<u>Question</u>	<u>Response</u>	<u>Percentage</u>
In choosing a dress for a social function are you concerned that your dress does not crush or wrinkle during an evening's wear?	Always Usually Sometimes Seldom Never	41.4 24.3 10.0 1.4 22.8
Do you consider the quality of workmanship and construction when choosing a dress for a social function?	Always Usually Sometimes Seldom Never	72.8 20.0 7.1 00.0 00.0
What factors do you consider in noting quality?	Overall construction General appearance If dress is lined  Quality of adornments and trimmings No particular qualities Other	64.3 2.8 4.3  10.0 1.4 17.1

## APPENDIX D

## STATISTICAL ANALYSIS OF DATA

Chi-square test, a test of independence, was employed to determine significant differences and if various factors were significantly related. The null hypothesis tested was that certain socio-economic factors do not relate to the selection of dress by Air Force Officers' wives for military social function. The formula used (Snedecor, 20) is:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Probabilities of rejecting the null hypothesis were set at .05. Probabilities of .10 level were considered as tending toward significance.

STATISTICAL ANALYSIS OF SOCIO-ECONOMIC FACTORS AS THEY  
RELATE TO THE TYPE OF DRESS SELECTED

Grouping of factor tested:	H-Factor	Freedom	Degrees of	Probability	Concl.
I. Size of hometown					
1. 0-4,999; 5,000-24,999; 25,000-49,999; and 50,000 plus	H-4.32	df=12		P < .97	Accept $H_0$
II. Father's occupation					
1. professional and managerial; clerical and sales; agricul- tural, skilled, and semi-skilled	H-4.62	df=8		P < .90	Accept $H_0$
III. Mother's occupation					
1. full-time homemaker; professional; clerical; managerial; laborers	H-10.42	df=16		P < .90	Accept $H_0$
2. full-time homemaker; professional, clerical; managerial, and laborers	H-2.08	df=4		P < .75	Accept $H_0$
IV. Number of brothers					
1. none; one; two; three or more	H-9.18	df=12		P < .75	Accept $H_0$
2. one; two; three or more	H-9.71	df=8		P < .50	Accept $H_0$
V. Number of sisters					
1. none; one; two; three or more	H-6.29	df=12		P < .90	Accept $H_0$
2. one; two; three or more	H-4.55	df=8		P < .90	Accept $H_0$

Grouping of factor tested:	H-Factor	Degrees of Freedom	Probability	Concl.
VI. Number of children				
1. none; one; two; three; four or more	H-9.83	df=16	P < .90	Accept $H_0$
2. one; two; three; four or more	H-7.76	df=12	P < .90	Accept $H_0$
VII. Participant's college education				
1. none; one; two; three; four years plus	H-13.60	df=16	P < .75	Accept $H_0$
2. one; two; three; four years plus	H-7.36	df=12	P < .75	Accept $H_0$
VIII. Husband's college education				
1. none; one; two; three; four years plus	H-17.04	df=16	P < .50	Accept $H_0$
2. one; two; three; four years plus	H-12.75	df=12	P < .50	Accept $H_0$
IX. Rank of husband				
1. lieutenant; captain; major; colonel	H-2.26	df=12	P < .99	Accept $H_0$
2. captain; lieutenant; major, colonel	H-1.04	df=5	P < .95	Accept $H_0$
X. Military income of husband				
1. 6,000-8,999; 9,000- 9,999; 10,000 and over	H-8.41	df=8	P < .50	Accept $H_0$

STATISTICAL ANALYSIS OF DATA BY GROUPING OF FACTOR TESTED AS  
TO AMOUNT PAID IN FALL, WINTER AND SPRING

Grouping of factor tested:	H-Factor	Degrees of Freedom	Probability	Concl.
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Fall:

I. Number of children				
1. none; one; two; three; four or more	H-5.69	df=8	P < .75	Accept $H_0$
2. one; two; three; four or more	H-4.49	df=6	P < .75	Accept $H_0$
II. Rank of husband				
1. lieutenant; captain; major; colonel	H-3.19	df=6	P < .90	Accept $H_0$
2. captain; lieutenant; major, colonel	H- .16	df=2	P < .95	Accept $H_0$
III. Military income of husband				
1. 6,000-8,999; 9,000- 9,999; 10,000 and over	H-6.54	df=4	P < .25	Accept $H_0$

Winter:

I. Number of children				
1. none; one; two; three; four or more	H-7.28	df=8	P < .50	Accept $H_0$
2. one; two; three; four or more	H-4.00	df=6	P < .30	Accept $H_0$
II. Rank of husband				
1. lieutenant; captain; major; colonel	H-12.02	df=6	P < .05	Reject $H_0$
2. Captain; lieutenant; major; colonel	H-1.94	df=2	P < .30	Accept $H_0$
III. Military income of husband				
1. 6,000-8,999; 9,000- 9,999; 10,000 and over	H-10.03	df=4	P < .05	Reject $H_0$

<u>Grouping of factor tested:</u>	<u>H-Factor</u>	<u>Degrees of Freedom</u>	<u>Probability</u>	<u>Concl.</u>
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Spring:

I. Number of children				
1. none; one; two; three; four or more	H-9.79	df=3	P < .30	Accept $H_0$
2. one; two; three; four or more	H-1.25	df=6	P < .97	Accept $H_0$
II. Rank of husband				
1. lieutenant; captain; major; colonel	H-25.47*	df=6	P < .005	Accept $H_0$
III. Military income of husband				
1. 6,000-8,999; 9,000- 9,999; 10,000 and over	H-2.15	df=4	P < .60	Accept $H_0$

STATISTICAL ANALYSIS OF DATA BY GROUPING OF FACTOR TESTED AS  
TO SIZE OF HOMETOWN

Grouping of factor tested:	H-Factor	Degrees of Freedom	Probability	Concl.
I. Location for shopping 1. Topeka, Kansas; large town nearby base, previous home- town, large town near by hometown, small town nearby base	H-2.05	df=3	P < .60	Accept $H_0$
II. Method of payment 1. cash; charge	H-14.64	df=3	P < .005	Reject $H_0$

STATISTICAL ANALYSIS OF DATA BY GROUPING OF FACTOR TESTED AS  
TO REASONS FOR SELECTING DRESS TYPE

Grouping of factor tested:		Degrees of Freedom	Probability	Concl.
I. Number of children				
1. none; one; two; three; four or more	H-1.41	df=4	P < .80	Accept $H_0$
2. one; two; three or more	H-2.34	df=2	P < .30	Accept $H_0$
II. Participant's college education				
1. none; one; two; three; four years plus	H-4.86	df=4	P < .50	Accept $H_0$
2. one; two; three; four years	H-1.65	df=3	P < .60	Accept $H_0$
III. Husband's college education				
1. none to three years; four years plus	H-10.13	df=1	P < .001	Reject $H_0$
2. one to three years; four years or more	H-8.74	df=1	P < .005	Reject $H_0$
IV. Rank of husband				
1. lieutenant; captain; major; colonel	H-10.88	df=3	P < .025	Reject $H_0$
2. captain; lieutenant, major, colonel	H-3.40	df=1	P < .10	Reject $H_0$

DRESS SELECTION BY AIR FORCE OFFICERS' WIVES  
FOR A MILITARY SOCIAL FUNCTION

by

ALENE KENT ANDRIJESKI

B. S., Berry College, 1954

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AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Clothing and Textiles

KANSAS STATE UNIVERSITY  
Manhattan, Kansas

1963

Anthropological studies suggest that a universal function of clothing and adornment is to indicate status. In a group in which status and rank or grade are given special importance as in military circles, it has been interesting to note the diversity of dress worn by officers' wives for military social functions. This study sought to determine the relationship between selection of dress and the socio-economic status of Air Force Officers' wives, to identify some of the problems encountered by Air Force Officers' wives in selecting dresses for military social functions, and to ascertain some of the satisfactions and dissatisfactions of Air Force Officers' wives toward market offerings.

Two schedules were formulated to ascertain information from officers' wives concerning their selection of dress for military social functions, using a check list and "open" end or free response questions. Schedule I sought to secure information regarding selected socio-economic factors. Schedule II contained questions concerning the preferences, beliefs, considerations, satisfactions, and dissatisfactions of the wives in their selection of a dress for military social functions. After being pretested and revised, the schedules were administered to 70 Air Force Officers' wives of Forbes Air Force Base, Topeka, in the winter of 1962-63.

The responses of the 70 women were analyzed by the descriptive method, using summations, averages, and percentages. The chi-square test of independence was employed to determine significant relationships at the .05 level between certain socio-economic factors and the type of dress selected by officers' wives for military social functions.

Clothing budgets were not used by the largest percentage of the participants. Clothing purchases were usually made when the need arose. Most of the wives shopped alone and in small specialty dress shops in Topeka for dresses for social functions.

The five considerations ranked in order of importance mentioned by the respondents when selecting dresses for military social functions were: first, suitability for occasion; second, improving appearance; third, being comfortable, and also improving appearance; fourth, following current fashion; and fifth, being comfortable.

Strictly formal dress was not worn by the officers' wives to military social functions. The short formal, sheath, or cocktail dress was the most frequent choice. Eighty-seven per cent of the wives reported they wore a short formal to a formal military social function.

The women paid more for their dresses for social functions in the winter than they paid in fall and spring. Only 5.7 per cent made their dresses for social functions. Dissatisfaction with store selections was the reason given by this small percentage for making their dresses. However, most of the women expressed dissatisfaction with the selection of dresses available to them in stores.

Colors preferred by the participants included the entire range of the spectrum but the colors most often purchased for a social function were: black, blue, green, brown and white. The color purchased was not "always" the one preferred, probably reflecting the inadequacies of the market. Some of the fabrics preferred were: brocade, taffeta, chiffon, crepe, jersey, faille, and lace. The participants preferred fabric of

a solid color.

Statistical analysis using the chi-square test of independence showed that certain significant relationships existed:

1. Rank of husband and the amount of military income were found to be related to the amount paid by the wives for dresses for social functions in the winter. The higher the rank and military income the more the wives paid for their dresses for winter. The relationship was not significant in the amount paid for dresses in fall and spring between the rank of husband, and the amount of military income.
2. The population of the hometown was found to be related to the method of payment used in purchasing dresses for social functions. Wives from small hometowns utilized charge accounts more than wives from larger hometowns.
3. The husband's college education and his rank were found to be related to the reasons for the type of dress selected for social functions. The wives whose husbands had fewer years of education, that is, none to three years of college, and wives whose husbands held lower rank, selected the type of dress they did to please their husbands. However, wives whose husbands had four years or more of college education and higher military rank selected theirs for other reasons.

On the basis of the information obtained from the selected group, this study indicated that wives of Air Force Officers display less formality in dress than their husbands.

Date Due